

Sales Manager's Guide for Creating a Sales Objections Strategy Book

You have a team of trained, experienced and competent sales professionals and yet, they still lose sales to the same objections that caused them to lose sales in the past. It's time to fix that.

Imagine what would happen to the results your team produces if you could work with them to create a customized book that holds the information they need to prevent, preempt, and respond to every sales objection that stops or stalls every one of their sales. Just a thought, but how would this book help new hires?

This is a way for you to create your leadership legacy. Use *Objection Free Selling: How to Prevent, Preempt, and Respond to Every Sales Objection You Get* to guide your sales team to create a customized and personalized sales objections strategy book.

1. Use current and upcoming sales opportunities to set priorities.
2. Complete a sales style Competitor Analysis (included next page) to identify potential objections, how to neutralize them, and to provide you with the information you need to quantifiably differentiate yourself from this competitor, identify problems only you can solve, and the information to answer the unanswerable objections.
3. Guide your salespeople to develop strategies to prevent, preempt, and respond to each of the identified objections. Record the strategies on the Objection Handling Format forms (included below). Keep a set on your computer for easy updating.
4. Get a binder for each salesperson. Put the completed Competitor Analyses in it followed by the related completed Objection Handling Forms.
5. Make sure your sales team has electronic copies of these two forms so they can individually contribute to the team's success.
6. Sale by sale, week by week, one objection at a time, add to the book. It takes leadership, it takes discipline, and it takes work to create a sales force second to none!
7. Conduct drills from your sales objections strategy book targeting the most common and popular objections. Let them know the competitor and the product before the drill. The goal is for your salespeople to react reflexively.

Other items for the binder: Telephone scripts, voice mail scripts, winning emails, Balance Sheet "T" forms, Strategic Sales Plan, and so on. Create a sales kit for the new hires.

A lost sale should now require an intense review to find the objection that caused the loss. Ask the salesperson how they established each of the Buyer Beliefs or how they confirmed they were in place to find the one that was missing or too weak to do the job. Modify your documents as needed. Always be learning and practicing; just like your doctor does.

www.SalesTrainingInternational.com
www.ObjectionFreeSelling.com

Competitor Analysis

Competitor: _____ Product/Service: _____ Date: _____

Competitor's Strengths <i>Why customers buy from them</i>	Your Similar Capabilities <i>Neutralize - Make it a wash</i>
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
Competitor's Weaknesses (Area to Target with Your Strengths)	Your Strengths (USP into FAB)
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8

Objection Handling Format

Objection:

When does it usually occur?

Probable Cause (missing Buyer Belief)

Objective:

Prevent Strategy:

Preemption Strategy (include transition sentence – phrase of persuasion is required for unanswerable objections):

Response Strategy 1) listen, 2) transition, 3) answer, 4) confirm – phrase of persuasion is required for unanswerable objections: