

 **7<sup>th</sup> Level**

# THE NEPQ BLACK BOOK

\_\_\_\_\_ *of* \_\_\_\_\_

# DIFFUSING OBJECTIONS





## **N.E.P.Q BOOK FOR 'DIFFUSING' ANY OBJECTION**

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# OBJECTIONS ARE ONLY CONCERNS

First of all ... we have to realize that an objection is only a concern your prospect has. It's not a rejection of YOU.

Now is not the time to REACT .. but most sales people just REACT to an objection. Unfortunately, at that point many salespeople just fly off the cuff instead of working to uncover what the objection actually means.

Please realize that this is not the time to go back into a selling mode to try to persuade them with logical facts on why your solution is good for them. It's time to use the same principles and methods you have learned from N.E.P.Q.

**If you have done your work correctly and gone deep into the conversation with your prospect ... most, if not all objections, will be eliminated during the engagement stage of the process.**

If you do get an objection at this stage, just look at it as a concern. Try to understand the customer, and put yourself in your customer's shoes as they determine if what you're offering is only a promise of a better future.

Understand that they have to make that commitment before you deliver what you promised. Quite possibly, their objection is nothing more than a request for more information.

There's also the possibility that their objection may just be a request for a few simple changes that they would like to see included in what you have offered them. Perhaps they want a few changes to the terms of what you are offering.

Objections, or concerns, are sometimes requests for any of the following:

1. The price of the solution you're offering.
2. The timing of your solution.
3. The follow-up, or how they will be serviced.
4. The quality of what you're offering ... perhaps they want you to commit more time or more resources like personnel to meet their needs.

# HOW TO REACT TO OBJECTIONS

When a prospect brings up an objection how do you usually react?

What starts going through your mind when you here an objection like this?

- Your price is too high.
- We don't need it.
- Let me think it over.
- Can you leave me some information?
- We don't have the budget for this.
- Is this a scam?
- I can't afford it.
- We already have something like that.

The Old selling mindset comes back right?

You go into "Objection Handling Mode" like a robot because that's what you might of been taught.

We get impatient.

We have heard this same objection before so we sometimes cut them off before they even finish their sentence, and try to overcome it with facts and logic to try and prove and support our solution.

We might even use the old feel, felt, found technique that's been around since the stone ages of selling.

| *Mr. Prospect I know how you feel, others have felt the same way and this is what they found.*

Now is not the time to try to sell them or persuade them on why you are "right".

It's time to listen and validate what they are saying and feeling, and even ask them to expand on why they feel that way.

You will notice that once you do, they will completely open up to you and look at you as a friend, as a trusted advisor, not someone trying to just sell them something.

Once again, if you have asked the right questions at the right time in the conversation, most, if not all their objections will be eliminated during the 'Engagement Process'.

How powerful could you be in selling if you knew specific skilled questions, and when and how to ask them to get your potential customer to overcome their own concerns and persuade themselves that they wanted to buy from you, rather than you trying to persuade them yourself?

I'm going to give you some very powerful N.E.P.Q questions that you can ask them at any time in the conversation if a concern arises that will automatically put you in front of the pack of salespeople trying to win over an account, and put you at the top in your sales office.

I want you to understand that sometimes even with a perfect dialogue with a prospect you might encounter a few 'concerns'. Discuss these with your potential customer.

**If you try to hide it or just sweep them under the rug, it will still be in their mind when you try and close the sale which will create even more objections.**

N.E.P.Q. questions will have already established something that most salespeople never do with their prospects, you have established TRUST!

So you will already have a good relationship, so be open and ask if there are any concerns and bring them to the table. If there are, talk about them as two people working together to resolve them.

Continually check by asking:

*Are we on the same page?*

*Can you see how this could help you?*

*How does this look so far to you?*

*Are you comfortable with this?*

*What are your thoughts on this?*

Do you have anything you would like to address to me at this point?

(This is a powerful question to ask at the end of the sales conversation, right before asking your committing questions to close the sale.)

*Does that make sense?*

*How do you see that helping you the most?*

*Are you with me on this?*

*Any questions on that?*

*Do you see how that works?*

*Is there anything else I should add?*

*Do you see how that could help you?*

# THE 3-STEP FORMULA TO HELPING CUSTOMERS OVERCOME THEIR OWN CONCERNS

Here is the 3 Step Formula to helping prospects/customers overcome their own concerns:

## 1. CLARIFY

## 2. DISCUSS

## 3. DIFFUSE

Let's take a closer look at each of these steps.

### STEP 1: CLARIFY

First, we have to understand exactly what their concern is, and why they have the concern - what's behind it.

Most salespeople just assume they know and they go into objection handling mode, and never ask. Then what usually happens? They lose the sale.

You've heard this concern before from other prospects, so you start rattling off a "rebuttal" that you might of been taught. I want you to stop doing that. Now let's find out what is behind their concern so we can help them resolve it.

Here are some N.E.P.Q. Clarifying Questions to ask:

*When you say ... (repeat back what they said) what do you mean by that?*

*How did you arrive at thinking that way?*

*When you say ... (repeat back what they said) how do you mean by that?*

*How did you arrive at that?*

*Can you tell me more about that?*

*Why do you ask that?*

*Why do you feel that way?*

*I'm curious why do you feel this way?*

*Can you tell me what you mean by that exactly?*

*Can I ask where you got that information from?*

Here is an example:

**Prospect:** "This is just too expensive for our company."

**New Model Salesperson:** "How do you mean by its to expensive?"

**Prospect:** "Well, another company I am looking at is 12% cheaper for the same product."

## STEP 1: CLARIFY

Do you see how that works? The salesperson now knows what the prospect means when they say it's too expensive.

In other situations, it could mean something completely different. It could mean: "We just don't have the budget for this right now." ... OR ... "Your quote would be too high for us once we add in repairs and maintenance costs." ... OR ... "Once we hire someone to run your equipment, it takes us over what we have allocated for this."

Can you see how each of these answers reveal a different reason for the objection of "this is too expensive"?

Here is another example:

**Prospect:** "This proposal is just too expensive for the company."

**New Model Salesperson:** "Why do you say it's too expensive?" or "How do you mean?"

**Prospect:** "Well, the most we could pay for this service is about 5k a month maximum, and you're quoting me around 7k a month."

**New Model Salesperson:** "Can I ask you how you arrived at that monthly figure of 5k a month?"

**Prospect:** "That is what our CEO has allocated us to be able to spend on this type of service because of cutbacks in our department from the merger."

Now the salesperson can see the picture more clearly than before. The meaning of "it's too expensive" is that the CEO has only allocated 5k monthly due to cutbacks because the company has recently gone through a merger.

With this extra knowledge, the salesperson may be able to negotiate a different agreement on price, perhaps by changing service options from the original offer or by giving them a different type of service that matches their budget.

**Asking skilled questions about their concern helps you get better information that clarifies their concerns and aides you in finding a solution.**

You are also helping your potential customers think and overcome their own concerns. You're requesting clarification about their concern so that you can fully understand it.



## STEP 2: DISCUSS

Now once you know what their real concern is and why they feel that way you will then discuss it like a friend talking to another friend, conversationally. Most salespeople at this point go into presentation mode where they try and prove with facts and figures that they are right and the prospect is wrong. This is a sin in sales! Never do that if you want to make the sale and be a top performer in sales!

Talk conversationally. Remember, at this point in the conversation you have build trust, you are the authority, the trusted one. Because of that they are open with you. You are working and discussing the concern as two people on the same team trying to solve their problems.

## STEP 3: DIFFUSE

You're going to ask them how they see themselves resolving their concerns. After you have discussed the concern, you can then start **diffusing their concerns** and helping them overcome their concerns in their mind.

*Suppose it wasn't what you thought it was?*

*Suppose you could ... ?*

*What if we could ... ?*

*What if you could ... ?*

You will then offer an alternative view to theirs, such as:

*If there was a way you could \_\_\_\_\_ ... would that help you?*

## EXAMPLES OF HOW TO DIFFUSE CONCERNS

### THE PRICE CONCERN:

Here is an example of how this might look. This is deliberately generic so that you can easily plug into your own industry and tailor to the product or service you sell.

**Prospect:** "We like your product, but at this time we just can't afford it."

**New Model Salesperson:** "Tell me, if you did have the money, would this be something that would work for you?" (If you have asked the right questions in the conversation they will always say Yes.)

**Prospect:** "Yeah, for sure."

**New Model Salesperson:** "Why do you feel it would though?"

**Prospect:** "Well we like ... but we just don't have the money for it."

**New Model Salesperson:** "I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find the money so that you can ..."



## STEP 3: DIFFUSE

Here you just plug in what they said they wanted. You are tying in them getting the funding/money with having what they said they wanted. If they don't get the funding/money then they can't have what they said they want.

Many times when you ask them this question, because of the trust they have in you, they will be the ones to come up with ways on how they can get the funds together. When you do this correctly, they'll think about using a credit card, getting a loan, refinancing their house, borrowing from their 401k, investments, or getting their boss to take money from a different department to invest in your solution.

Now, if they cannot come up with ways on how they can get the money, you can ask them this question:

*"What other avenues do you have to find the funding so that you can ..."*

Once again, you are just filling in what they said they wanted. Here are some examples.

### **If you sell Home Security Systems:**

*"What other avenues do you have to find the funding to protect your home and family?"*

### **If you sell Health Coaching or Supplements:**

*"What other avenues do you have to find the funding to be able to get your health back for you and your family?"*

### **If you sell rental or commercial properties:**

*"What other avenues do you have to find the funding to Purchase this rental property so you can get a greater return on your money?"*

### **For Real Estate:**

*"What other avenues do you have to find the funding to use as a down payment so you can get your family the dream home you have always wanted?"*

### **For selling Lead Services or Marketing:**

*"What other avenues do you have to find the funding to start getting a higher quality of lead so your salespeople can make more sales for you?"*

### **And for Life Insurance:**

*"What other avenues do you have to find the funding to increase the financial protection for your wife and kids if something happened to you?"*

## THE LACK OF MONEY CONCERN:

In this example the salesperson is selling **eCommerce training**.

*"Tell me ... if you did have the funds, is this something that would work for you?" (They will always say yes.) "Why?"*

*"Okay, so I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find funding so you can start making profits in your eCommerce store?" (Let them come up with ways.)*

### STEP 3: DIFFUSE

If they cannot figure it out:

*"What other avenues do you have to find funding to start a business so you can make more money?"*

If they still can't come up with ways:

*"Have you ever considered putting it on a credit card and just paying it off when start making profits after we set everything up with you?"*

Here is an example if you sold **Coaching services**. In this example, the coach sells info products on how to get rid of acne naturally.

*"Tell me if you did have the funding, is this something that would work for you?" (Most will say yes.) "Why do you feel it would though?"*

*"Okay, so I can appreciate that money might be an issue from what you told me. How do you think you can resolve that where you can find funding to get the training and skin care treatment to actually get rid of your acne permanently so it doesn't keep coming back?" (Let them come up with ways.)*

If they can't come up with ways:

*"What other avenues do you have to find the resources to get rid of your skin problem?" (Plug in what they want.)*

If they still can't come up with ways:

*"Have you ever considered putting it on a credit card or with your bank and just paying it off as you can so you can treat your skin and not have these problems/issues?"*

If they ask about pricing early in the game:

*"I'm assuming you understand to get rid of acne issues for good, it's going to require some funding or credit to put into your skin treatment to get rid of them completely."*

*"So with your situation, how much funding do you have to put into this so you can get rid of your pimples/acne permanently?"*

*"Okay, well with this, you'll need about \_\_\_\_\_ (plug in price) or so to put into this to make sure your acne doesn't come back."*

*"Is that something you can come up with if it fits into what you are looking for?"*

Here is the complete generic version. Once again, plug in what you sell to this structure:

*"Tell me, if you did have the funding/budget/money, is this something that would work for you? Why do you feel it would though?"*

*"I can appreciate that money might be an issue from what you told me. Tell me, how do you think you can resolve that so you can ... ?" (Repeat back what they want.)*

*"What other avenues do you have to find the budget/funding/money so you can ... ?" (Repeat back what they said they wanted.)*

*"Can I make a suggestion?"*

## STEP 3: DIFFUSE

### MORE COMMON CONCERNS, AND HOW TO RESPOND

How to Address the “**Send Me References**” Question:

References from satisfied customers can be a great tool to help a prospect move forward with your solution. However, it can also be just a way for the prospect to get rid of you the salesperson.

You have to ask qualifying questions to really find out if this potential customer is serious about changing their situation, they have a concern or they are just wasting your time.

Here are some examples of questions to ask if they ask the “send me some references” question.

**Prospect:** “Can you send me some references from other clients you have?”

**Salesperson:** “That’s not a problem, I’m curious what would you like to ask them when you call?” (This helps you find out if they have a concern.)

OR

**Salesperson:** “So that I can send the right people to you, what specifically would you like to discuss with them?”

**Prospect:** “Well I want to find out from them ...”

**Salesperson:** “That makes sense, when do you plan on calling them so I can let them know to see if they are available for you?”

**Prospect:** “Well, I would probably just call them tomorrow afternoon if that works.”

**Salesperson:** “I can reach out to them to see if that works for them. Now, let’s pretend for a moment that the clients you talk to say good things about how we were able to solve the same type of problems your company is having, where do you think we should go from there?”

**WARNING:** If you simply agree to send a prospect references without a commitment to know what the next step is after they talk to them, then you will most likely never hear from that prospect again.

Here is another example:

**Prospect:** “Can you send me a quote?”

**Salesperson:** “Yes, that’s not a problem. What is it that you are hoping to see from the quote?”

**Prospect:** “Well I’m just trying to see if we have the budget for your program/XYZ product/service.”

**Salesperson:** Ok, I understand. It might make sense before I sent a quote if I understood a little bit more about your situation just to see if I could even help you in the first place. For example, what type of ...” (You would start off by asking a few situation questions to find out their present situation.)

### STEP 3: DIFFUSE

Now, after you have taken them through the engagement stage towards the end of the conversation, you will bring up the question they asked about sending them a quote like this:

**Salesperson:** I will get to work on putting together a quote for you if you'd like. Now let's assume for a minute we get you the quote and we were able to meet your needs that you mentioned to me. What do you see as the next step?

**WARNING:** If the prospect cannot give you any answers about his or her needs then this is probably a prospect that is either fishing for information, and or doesn't have any funding/budget/money for your solution and is just a waste of your valuable selling time.

Here is another example:

**Prospect:** Can you send some information to my email?

**Salesperson:** That's not a problem, just so I can put together the best information for you, what exactly are you looking for?

**Prospect:** Well I'm looking to see how your XYZ product could ...

**Salesperson:** Ok and who/what do you use now for your ... ?

Now after you have taken them through the engagement stage towards the end of the conversation you will bring up the question they asked about sending them more information like this:

**Salesperson:** Ok, I can go ahead and send you more information about how we could solve those challenges you had mentioned. Let's suppose you go through the information and it fits into what you are looking for. What would you want the next step to be?

**WARNING:** **Never, never, never** send out information for a prospect without first finding out if this is a serious person wanting to change their situation. Otherwise, you are just wasting valuable selling time.

Here is another example:

**Prospect:** "Can you call me back? I'm too busy right now."

**Salesperson:** "That's not a problem. Can I give you my number and you'll have to call me back if you'd like? My number is 573-578-9872. What's your timeframe on getting back to me just to see if I would be available for you?"

Asking them what their time frame on getting back to you is a very powerful question that helps position you as a trusted authority in the market. It makes it appear that you are busy with other clients, that you are not needy. They will start to view you more as an expert whose time is valuable, rather than just another salesperson trying to sell them something.

## STEP 3: DIFFUSE

**Prospect:** "I can get back to you sometime later in the week probably."

**Salesperson:** "If you have your calendar handy, I could pull out mine to book a specific time with you just so you don't have to chase me down and vice versa ... would that be appropriate?"

This also positions you as a trusted authority whose time is valuable, rather than just another salesperson who they can shrug off at anytime.

How to respond to **"Can you send me a proposal"**:

**Never give a prospect a proposal without understanding what their problems are, and if they have the budget/funding/money to solve the problem.**

You should live by this! There are no exceptions to this rule. Even if you have a prospect that says "Can you just send me over a proposal with your pricing in it"? You must never fall prey to this with a prospect. If a potential customer asked for a proposal upfront before you have discovered what their situation is, you simply will say this:

*I'd be open to putting together a proposal for you, but I'm not quite sure I could even help you yet. Could I ask a few questions about your situation to be able to put something together for you that might be useful? Would that be appropriate?*

Then you start asking your situation questions to find out more about their present situation. It's as easy as that!

**PROBLEM:**

**UNABLE TO PRACTICE NEW SKILLS DURING TRAINING**

**SOLUTION:**

Repetition is key for sustained improvement and this system is designed for repetition. The virtual training system allows for continuous repetition, it's available 365 days a year, 24 hours a day, and it's interactive nature allows for plenty of practice and feedback.

**PROBLEM:**

**LONG, UNPRODUCTIVE SALES MEETINGS**

**SOLUTION:**

The training platform allows sales leaders to focus on one common skill set and utilize the virtual training platform to refresh the team and set them up for some role playing and skill set improvement. Additionally, the sales manager won't be taking time away from coaching to develop a training module for the sales meeting - it's already prepared and ready within the platform.

**PROBLEM:**

**LIMITED RESOURCES FOR CONSTANT COACHING**

**SOLUTION:**

The training system literally takes on the role of a coach; it's interactive and designed to test content and tonality at every step. Coaching through the virtual training system is relevant and targeted, just as if a live coach was sitting side-by-side with your sales rep.

**PROBLEM:**

**INABILITY TO TARGET INDIVIDUAL SKILL-SETS WITH TRAINER**

**SOLUTION:**

The virtual training platform serves as a library of 5-7 minute resources specifically designed to teach your sales team the skills necessary to improve their overall performance. When coaching your sales representative using the system, you're able to direct them to complete a segment of the training again as part of the action items they own in order to drive continuous improvement.

**PROBLEM:**

**LACK OF ROI POST SALES TRAINING**

**SOLUTION:**

We've all been there—we get a lift in sales immediately following the classroom training but it dwindles away week after week until the lift is pretty flat. If you want "the lift" back using a sales trainer, you'd need them to return for classroom training, which costs valuable time and money all over again. A virtual training platform means that the classroom training never ends and the lift is sustainable and grows over time. The virtual platform more than pays for itself in the revenue generated from the improvement in sales performance.

**PROBLEM:**

## **NO ACCOUNTABILITY FOR TRAINING ATTENDEES**

**SOLUTION:**

Our virtual training platform comes with robust reporting packages that allow a sales leader to track pass rate, completion rates, and a variety of other demographic information. This allows for consistent accountability as it relates to your team's professional development. The reports are customizable and can even push alerts to you to let you know when a rep has fallen behind or is struggling to pass a module.

**PROBLEM:**

## **INCONSISTENT MESSAGING FROM TEAM LEADS**

**SOLUTION:**

Need to get a message to your entire sales team in a timely and consistent manner? Have a new product or feature you want to roll out to your sales team? Is there a message from your leader that you want every team member to get straight from them? Do you have annual sales award announcements that you want to share with everyone? Is there a new promotion you want to roll out to your sales team?

Getting the message delivered via the virtual platform allows you to send the same message, to everyone, at the same time, in the same tone of voice, with the exact words, inflection, and level of enthusiasm that can make a difference in speed of execution or effectiveness. It allows you to really drive that motivational message home. You don't have to worry about how the message is interpreted and redelivered, and you can deliver it 1:1 to each team member.

Roll out new features and sales content in a fraction of the time it would take without the 7th Level platform.

### **Transform Your Sales Team, Increase Revenue and Consistently Hit Quotas with 7th Level**

It's time to consistently predict and exceed revenue goals. It's time to infuse fulfillment into your team's jobs, increasing retention, satisfaction and performance. It's time to drop the Old Model of Selling and embrace the New. Don't let the competition pass you by,

### **Book Your Demo Now**

**Hiring an in-person sales trainer is costly and largely ineffective for long term improvement. Choose our virtual sales training program to create significant and lasting results in your sales team's performance.**

**Book a demo to with one of our account executives today to receive a personalized tour of our platform.**

**[www.7thlevelvt.com/book](http://www.7thlevelvt.com/book)**