

Objections and How to Handle Them



The Objection Handling Process

What is it and what does it look like?



Empathize

Clarify

Rebuttal

Close

Empathize

1. **“I understand where you’re coming from, budgets are tight everywhere right now...”**
2. **“You’re right, this labor shortage has been affecting almost everyone I work with...”**
3. **“I completely get that, many customers of mine are locked into contracts...”**

Clarify

1. **“With that in mind, if we were able to fit in your budget, would you hire our services?”**
2. **“What if I told you our services can provide solutions for your labor issues, would you be open to that?”**
3. **“Is the contract with your current provider the only thing stopping you from working with Enviro-Master?”**

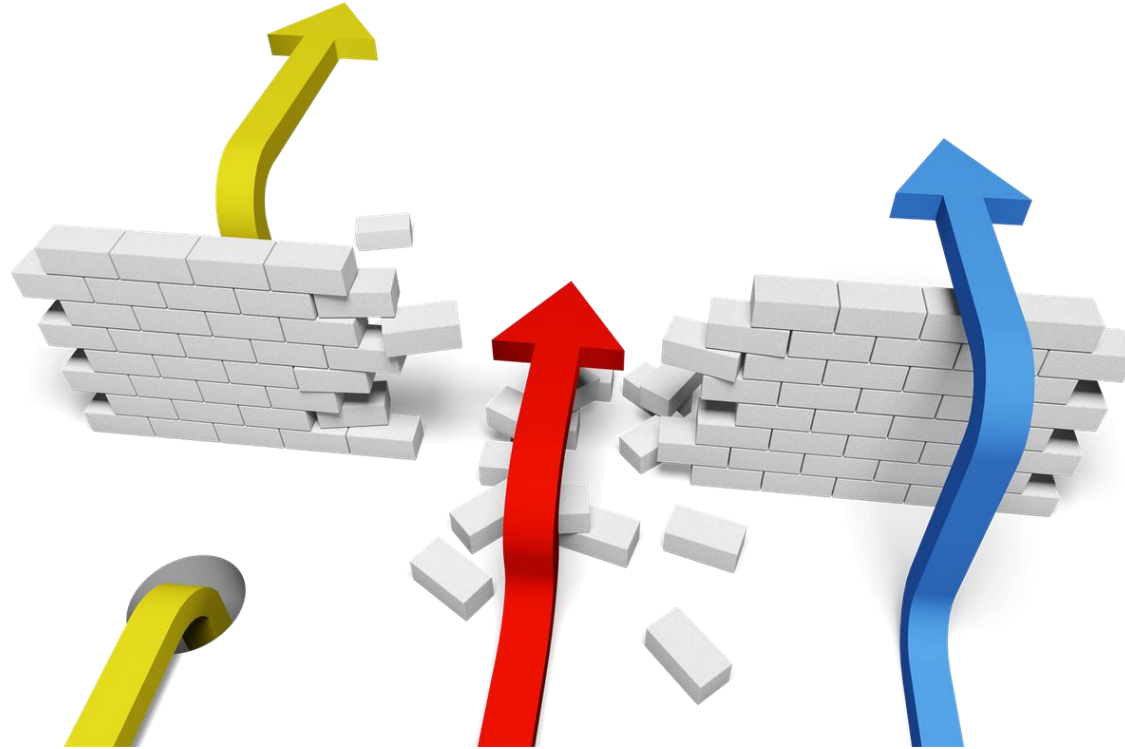
Rebuttal

1. **“Could we take a look at the bathroom? Many times we are cost effective or cost neutral”**
2. **“Hiring us is the equivalent of hiring an employee but much cheaper”**
3. **“Do you have a copy of your invoice/agreement? Often our services can work alongside your current vendor’s without breaking the contract”**

Close

1. **“Now that you see how cost effective our service is, are you ready to move forward?”**
2. **“Why don’t you let us work for you?”**
3. **“As you can see, we provide more comprehensive services and we are able to provide many of the similar products you receive for cheaper. Anything else stopping you from signing today?”**

Common Objections and Rebuttals



Quick Reference:

Page 8 – I'm not interested / I'm too busy

Page 9 – I have no budget for that / We already have someone for that

Page 10 – We're happy with who we have / The employees clean them now

Page 11 - Restrooms are brand new, renovated, or clean / Business is down right now

Page 12 - I can't afford it with the increase in goods and services / Labor Shortage

Page 13 - I'm not sure where the economy is going / We aren't adding any new services

Page 14 – I don't make that decision / Can I let you know?

Page 15 – That's a corporate decision / I have to check with my wife/partner

Page 16 - We've had you before. Left because of price/service. / Can we do every other week?

Page 17 – We're currently under contract with XYZ / Can I do the Sani without the Scrub?

I'm not interested.

Pre-Demo: What is it you are not interested in? I haven't shared any information with you yet.

Post-Demo: Is there anything I can further clarify about my presentation? What were you hoping to see?

I'm too busy.

I get that, I'm very busy too. That's why I'm here though. We take the burden of the restrooms off your shoulders and free up time for things that matter to your business.

Do you have a few minutes so I can show you how we do that? Okay, great!

No? Since I'm sure you're busy often, why don't we schedule some time for me to come back. I'll be in this area again next Tuesday, does 2PM on that day work better?

I have no budget for that.

I understand that things are tight right now and budgets are limited, but how many man hours are you contributing to cleaning the restroom? Could these hours be better spent elsewhere?

The majority of the time we are very cost effective, if not cost neutral.

We already have someone for that.

Is it an employee or outside vendor?

Employee: How much time do they spend on this? Could that time be better spent elsewhere?

I'm not here to tell you your employees are doing a bad job, we are professionals at this. Your employees simply aren't trained to look for what we look for and don't have the necessary tools.

Outside: Most of my customers have someone in place already. Why don't I show you what we do so you can compare and make an informed decision?

We're happy with who we have.

That's great! I'm not here to disrupt any relationship you have. Often, we can improve on areas or provide a service they don't. Do you have a minute so I can show you?

It's never a bad idea to compare what services are available to you. Do you have an invoice handy so we can be sure we're doing an apples-to-apples comparison?

The employees just clean them now.

Is that their primary responsibility or what they were hired for?

Do you think it makes more sense for them to spend their time doing their actual job?

We are professionals at this, know what to look for and have the tools needed so it's done correctly.

Why don't I show you what we do differently?

Restrooms are brand new, renovated, or clean.

That's absolutely the best time to start a partnership with us. Your restroom will never be cleaner or more pristine than they are now. You spent a great deal of money to have them redone so don't you want to keep them that way? If they aren't properly and regularly maintained by someone, it won't take long before they are covered with bacteria, mold, and bad odors.

I can see you care about cleanliness; well you're going to love us! Let me show you why.

Business is down right now.

Many of our customer are facing the same challenges. We are often more cost effective than you think. What are your current costs for soap, air fresheners and urinal screens?

Did you know studies have shown over 90% of customers won't return to a business with a dirty bathroom? Our services keep customers coming back.

I can't afford it with the increase in goods and services.

I totally understand, most of our customers have voiced the same concerns. Costs have gone up for just about everything recently. *Our pricing* has remained consistent. As a result, the *value* of our service has never been higher. We are one of the only companies in the country that does what we do, and we offer it at an affordable price. Can I show you?

The labor shortage is more important to me right now.

That seems to be the biggest problem in every industry right now, but I have a solution. Hire us in the restrooms! We are a lot less money than anyone earning minimum wage right now.

This can be a big selling point to both hire and retain your employees. Our program brings their duties in the restroom to a minimum. We do all the heavy lifting.

If a potential hire had to choose between you and another business that requires them to clean the restroom, who are they choosing?

I'm not sure where the economy is going.

**You're right, no one knows where it is going, but I think I can help.
It seems like you're trying to cut costs where you can. Let's look at your current invoices for your
soap, air and urinal screens.**

What if the economy goes up?

We aren't adding any new services.

**I totally understand, not many people are looking to add any expenses right now.
Could we take a look at the bathroom? Many times we're either cost effective or cost neutral and
I'd like to see if I can help.**

**None? Even a highly beneficial service offered at a very affordable rate? You wouldn't at least
entertain that?**

I don't make that decision.

Who does?

I can't give that info out: I understand and respect the privacy of your higher ups. Do they come into the store at all? When is the next time they're coming in?

That's John Smith: Great! Do you happen to have the number or email of John, so I can reach out set an appt with him?

How much would you influence this type of decision?

When you brought on (Vendor), who made that decision?

Can I let you know?

What's stopping you from moving forward today?

Are there questions I haven't answered that I can for you now while I'm here?

What is it that you have to think about? I want to make sure I fully explained everything for you. If they bring up no concerns/questions, try to close again. They've admitted to you that they have nothing stopping them from signing!

That's a corporate decision.

I get that, many of customer have the same process. Do you have a regional or district manager that I could speak with?

Our service is so cost effective, that sometimes you don't even need to go through corporate.

Any idea who we should contact at corporate?

Have you witnessed them hire a vendor in the past? What happened?

I understand you can't make decisions, but can you influence them?

I have to check with my wife/partner.

Is this to ask for permission or just to run it by them?

If its permission, you're not speaking to the right person.

If it's to run it by them: If you see the value, why not take care of this today?

In your opinion, do you think he/she would like this service? If yes, go to close again.

Would Friday be enough time for you to speak with them? I can be back here around 2pm.

We've had you before. Left because of price/service.

I completely understand and I'm sorry to hear that.

Have you ever had a bad employee before? Well we replaced them.

**We've made many organizational and/or staffing changes since then. New ops, techs, etc.
We have adjusted costs since you've been with us. We've added new products/services since
you've been with us.**

Try us out again for 30 days and see the difference.

Can we do every other week?

**The reason we do our sani service weekly is because our chemicals have an effectiveness of up
to 7 days to keep you sanitized and disinfected.**

**By week 2, the restroom will need some attention and you may run out of soap and air freshener.
(also, if they're getting paper, we don't want to be getting calls to run out there to replace on an
off week)**

We're currently under contract with XYZ.

I completely get that, many of my customers are locked into contracts too.

Is the contract with your current provider the only thing stopping you from working with Enviro-Master?

Do you have a copy of your invoice/agreement? Often our services can work alongside your current vendor's without breaking the contract.

As you can see, we provide more comprehensive services and we are able to provide many of the similar products you receive for cheaper. Is there anything else stopping you from signing today?

Can I do the Sani without the Scrub?

I can understand why you would think just the Sani is needed. If I'm understanding you correctly, you see the need for the Sani service but don't see as much value in the scrub?

Well the scrub is essentially "Part 2" of our service. In order for your restroom to be truly disinfected and sanitized, the floors need to be taken care of as well. The fixtures will be clean but the floors will still be unsanitary, sticky and producing odors. Why not rest assured your entire bathroom is safe and presentable?