
Skill Set #1

Addressing Objections

One of the easiest ways to achieve a higher level of success is to learn proven, easy-to-follow strategies to addressing objections. Objections, expressed or implied, general or specific, genuine or artificial, arise at the point-of-sale. A successful financial professional must learn how to anticipate each of these types of objections in advance and must learn how to address them easily.

Last year, objections may have been the one major barrier that prevented you from reaching the next level of success. This year, you can address almost every objection using proven approaches and time-tested scripts.

There are 4 reasons why we hear objections. Firstly, some do not see the need to act. Secondly, some do not see the need to act right away. Thirdly, they get stressed since a yes means change. Fourthly, rapport and trust have not been built yet.

There are 2 types of objections. The first are brush-off artificial objections. You will hear these since they do not want to debate or argue with you. So they say, "Sounds great. Let me get back to you." The second type of objections are genuine objections. where they mean what they say. Fortunately, there are approaches and powerful words, powerful phrases, and powerful questions that can help you successfully address each type of objection, brush-off and genuine.