



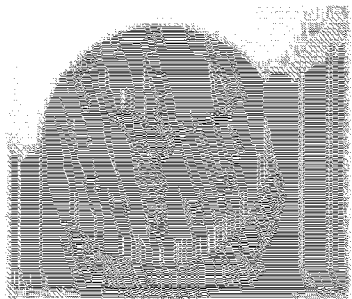
Handling Objections

A Step by Step Process

Confidential/Business Sensitive

HP000004085

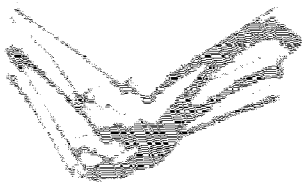
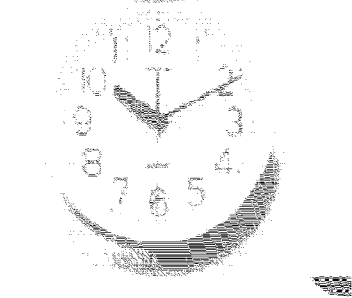
Herzing, Inc.
Document 8, Page 1



Objections

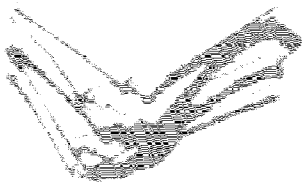
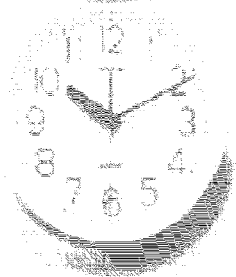
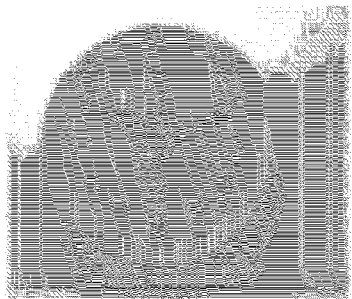
The real selling begins when the customer says, No!"

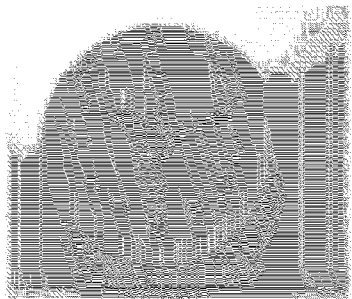
- What is an objection?
 - A reason or concern that prevents a prospect from making the buying decisions.
 - Two types of objections.
 - A real objection.
 - A stall.
 - Most objections offered by prospects are stalls.
 - Classic stall "I want to think about!"
 - Secret to success is uncovering the real objection. "Peeling the onion"



Objections

- Why do prospects object?
- Fear.
 - Fear of risk
 - Risk of loss.
 - Loss of money.
 - Loss of time.
- Eliminate the fear = overcoming the objection.

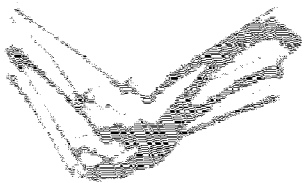
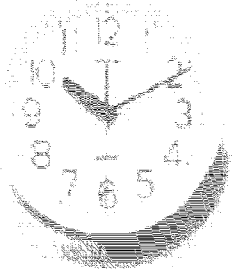


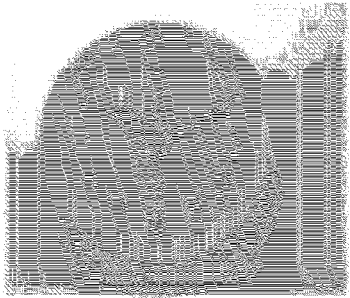


Objections

“On ounce of prevention, is worth a pound of cure.”

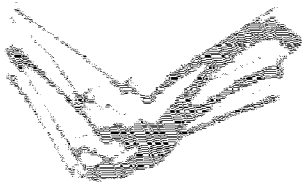
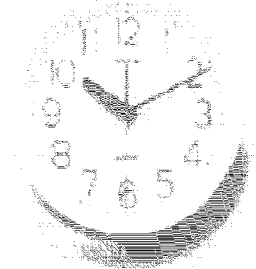
- Preparation is the key.
 - Build a comprehensive list of objections.
 - Prepare an objection response form.
 - Keep the list up to date, add new objections and responses as they occur.
 - Set up a Strategic Tactical Objections Response Meeting (S.T.O.R.M) to deal with new objections.
- Probing questions and trail closes are your best defense.

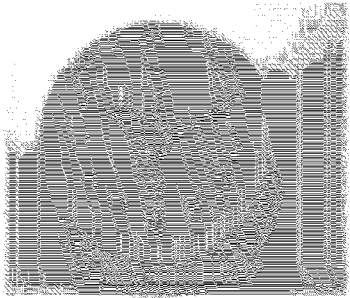




Four Basic Steps

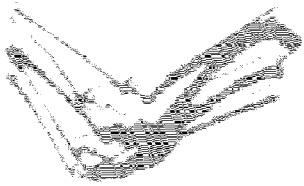
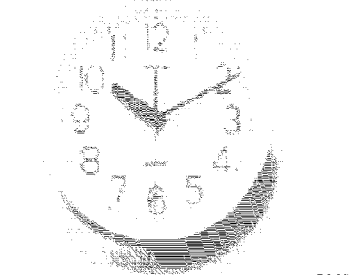
1. Empathize
2. Probe
3. Verify
4. Respond

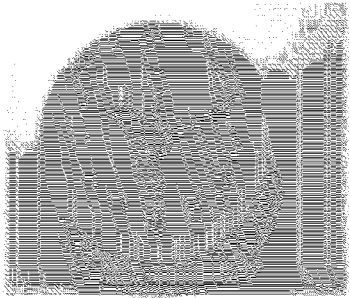




Empathize

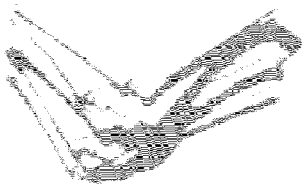
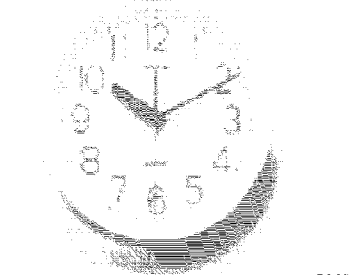
- There's no such thing as a "silly" objection.
- Show the prospect that their concern is important to you and that your job is to help.
- Use the words "Feel & Felt" in your empathetic statement.
 - Ex. *"I understand how you feel...other students felt exactly the same way...."*

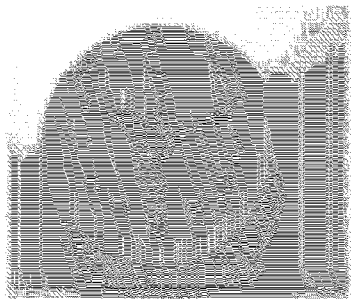




Probe

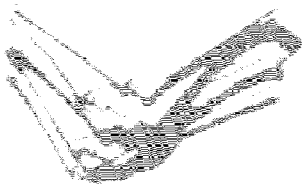
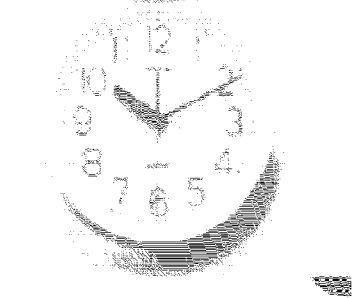
- Ask questions that will help you clearly understand the objection.
 - Often prospects are not clear about their concerns. The classic objection “I want to think about” is very general and doesn’t tell you the specific concern.

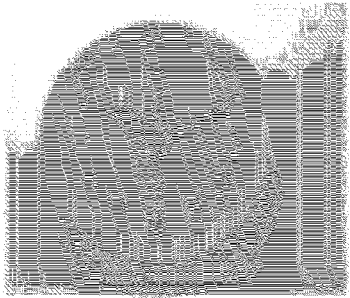




Verify

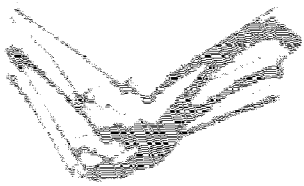
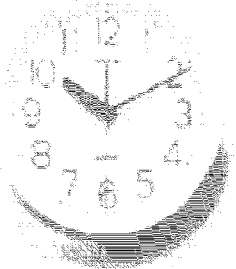
- After the prospect responds to your questions, summarize the response and say it back to the prospect.
- Be sure to verify with the prospect that your understanding of his objection is accurate.
 - Example- “Let me make sure I understand, what you’re saying is.....”
- Ask a follow up question that incorporates the solution.
 - “So, if I were able to find a way to make this program affordable to you, would you consider enrolling?”

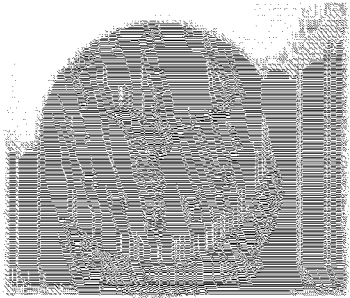




Respond

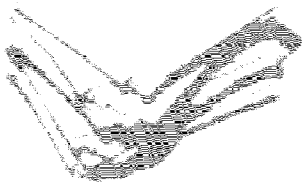
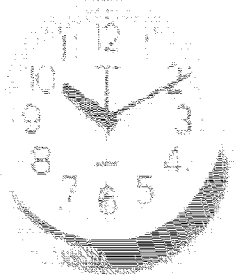
- Deliver your response to the prospect's objection.
- Use the word “Found” in presenting your argument.
- Use documents and facts to support your response.
- Proceed with another attempt to close.

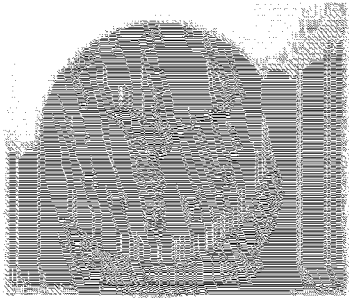




Preparing for Objections

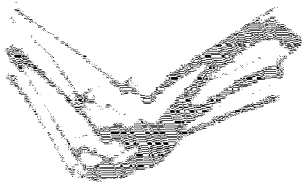
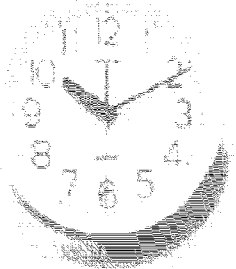
- Develop an Objection Response form.
- Identify the main objections you are likely to encounter.
- Script a response to the objection.
- Be sure to use the 4 steps (handling objections) to formulate your response.

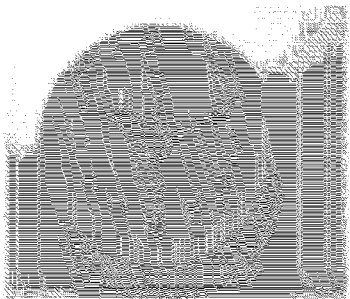




Objection Response Form

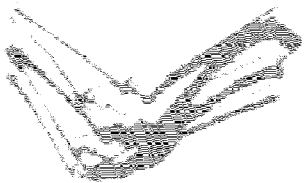
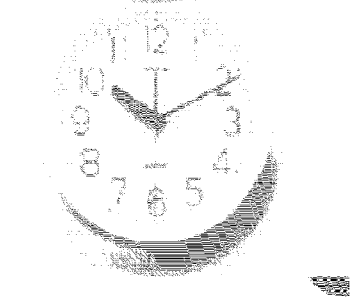
- List the objections
- Categorize it as “Real” or “Stall”
- Script a response using the 4 basic steps.
 - Don’t forget the “F” words.
- Rehearse and role play response during a S.T.O.R.M. session.
- Tweak script for your comfort zone.
- Keep an update O.R.P. in a binder.

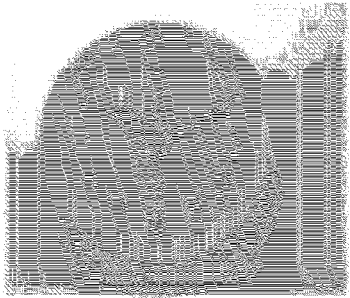




Objection Response Tools

- Similar situations
 - Share other prospect experiences who “Felt” the same way.
- Testimonials “emails” from satisfied students.
 - “I was really nervous about taking courses online, but everyone at Herzing was so helpful, someone was always available when I needed help!”
 - *Peter Panic- Madison, WI.*
- Articles
- Charts





Most Common Objections

1. Now is not a good time, too much going on-family, job, planning a wedding, moving etc.
2. Tuition is too high compared to community college.
3. Too much money for a diploma program.
4. Can't afford tuition at this time.
5. Don't want loans, only grants. heir job.
6. Concerned about placement , looking for guarantee.
7. Leery about the credibility of an online school.

