

Call Handling Skills Overcoming Objections

Hearing objections when trying to set an appointment happens to all call handlers. There are two basic ways to handle objections.

The first is to deter objections by expecting them and responding to the concern before the caller has had a chance to express their doubts.

The second is to manage objections as they occur. Being prepared to include both strategies enables you to handle objections.

When overcoming objections, remember to stay focused on how to help the caller rather than how to make the sale. If the caller has an objection, reflect back on the caller's needs and concerns, so they remember why they called to begin with.

Types of Objections

Pricing

Most objections are given due to pricing.

Indicate what differentiates you from your competitors, such as customer service, finance options, or longevity. This expresses why a caller should choose your company and not look at just a price point.

Explaining the full value of the service helps the caller see beyond the one-time fee.

For example, if the work is guaranteed or there is a warranty on the purchase, this can show the caller the true value. Making that connection with the caller is important. Do not just assume they will fully understand. Explain the details how this benefits the caller.

Scheduling

Scheduling is another reason a caller may have an objection to booking an appointment.

This could be a scheduling issue on the caller's part, e.g., they have to check with a spouse. Or there is a conflict with the office's schedule; the times that are open do not work for the caller.

Focus on urgency with the caller, if (s)he has to check with someone else before booking an appointment. Asking questions about the caller's needs brings the focus back to their issue. The best way to do this is to ask questions about the nature of their problem.

Once the caller's need is the main focus, let the caller know they can make an appointment now and call back to change the time if needed.

Presenting Value

Asking the right questions and explaining value from the beginning will result in fewer objections – but they are still inevitable.

Do not wait for an objection before explaining the company's value statements. The client's expectations are correctly set when value is presented.

Value statements let callers know what sets the company apart from the competition. They also help provide information the caller needs to make a key decision: will they do business with you?

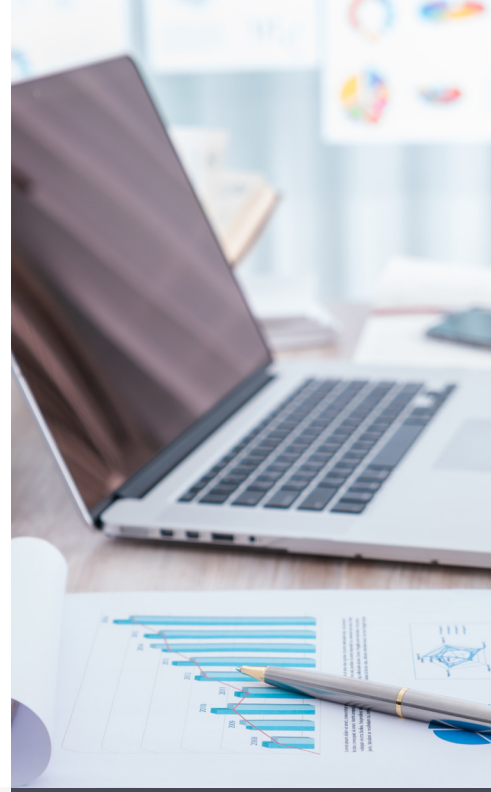
Value statements should be used throughout all of your calls.

However, even if value statements are explained objections still may occur, and additional value statements may be needed. These value statements should be specific to the caller's needs and concerns.

For example, a caller may complain because price cannot be given over the phone. Providing why the price is not given should be explained as well as how this is a benefit.

For instance: "Since every situation and home is different a price given over the phone will be inaccurate, and we want to make sure we give you an accurate quote, so you know exactly what to expect to pay."

The caller is not an expert in the industry so they probably won't understand why certain protocols are a benefit to them. It is important for you to provide this information.



Exercise:

Think about what makes your company stand out from the competition and come up with a list of value statements.

Some questions to consider: Why do you think your company is the best out there? What does the company bring to the table? Why should a potential customer pick your company?

You should reference your company's goals, objectives or mission statement to come up with your list.



Re-Engage the Caller

Another way to overcome objections is to ask questions.

Asking questions brings the focus back to why the caller picked up the phone in the first place. The customer called for a reason, even if they express concern, they still have a need and it is important to re-engage their focus on their need.

Questions to ask

1. What issue are you experiencing?
2. How old is the unit that needs service?
3. How many units do you have?
4. Does the unit still work?
5. Is the unit leaking?

The more technical questions you ask, the more you will highlight the urgency or that a professional needs to assess the situation. When asking questions, it is important to narrow down the caller's needs and make it as easy as possible for them to say "Yes" and book the appointment.

1. Is this what you are looking for in a company? (after giving a value statement)
2. Are you looking to have this done as soon as possible?
3. I can have a technician out there as early as __, does that time work for you?

Your first step to overcoming an objection is to determine what the caller's objecting to; then you can determine how you can overcome that objection. This helps you take control of the call.

There is no one size fits all approach to overcoming objections and presenting value. It is important to listen to the caller and understand their needs to move past their concern.