

“Overcoming Objections”

By: Jack Muellerleile

“Overcoming Objections” can become a challenge.

Sometimes, overcoming objections can become such a frustrating thing that you want to just walk away saying to yourself, “that person obviously isn’t smart enough to appreciate the severity of the matter so he must learn first hand by undergoing the pain coming his way”.

The key to “Overcoming Objections” is advance preparation and study. Knowing the subject matter thoroughly (better than the individual or group to whom you will be giving your presentation) gives you a tremendous edge from the start. If you know it well enough, you may even be considered an expert on the subject. As such, the challenges you receive will be greatly reduced because the opposition will tend to give you the benefit of the doubt wherever it lacks sufficient knowledge to fully explain the rationality of its own opposition stance.

So, what should be included in your advance preparation? These may suffice:

1. Thoroughly research the subject including all of the objections previously voiced by others and the counterpoints that succeeded in overcoming those objections;
2. Thoroughly study the individual or group you will be addressing including previous known positions on this matter; related things on which decisions are emotionally (irrationally) made; and other non-related needs or wants high enough on the priority list that they might be used in ‘negotiations’ to overcome the objection(s);
3. Be certain the subject receiving your presentation has the full authority to make a final decision without obtaining the advice, counsel or permission from any 3rd party;
4. Get the recipient in an ‘obligatory mood’ if at all possible by giving away something up front on a ‘no charge’ basis thus making the opposition feel a bit like you are ‘owed’ something;
5. Get the recipient in a very relaxed mood by feeding him, including a libation or two;
6. Present your ideas in such a way that they are seen to satisfy a specific need or want the other person has just verified exists;

7. Remember to couch your points within the framework of SAPP (basic needs of security, acceptance, progress or pleasure) so that you are completely on target and not straying away toward some item deemed unnecessary;
8. on rare occasions when absolutely necessary, infer that there is one objection you can not overcome and get a defeated look on your face as you reveal this;
9. Ask that if this final objection could possibly be overcome, would the subject agree to support you in the matter (be sure to still look whipped, defeated); then
10. When he agrees to support you if you can resolve this last item, overcome it however you must (reasoned discussion, negotiation, outright giveaway, help from a higher authority...whatever it takes) and you will have a new constituent backing your platform.

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