

OBJECTIONS CLINIC



Professional Series
Consultative Selling Classroom

Leverage Strengths
CustomSalesTraining.com

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● How to use this workbook

Learning is a challenge!

First, we have to get over our natural resistance to allowing *anything* new into our, already too busy lives.

Secondly, we have the challenge of understanding all this new and unfamiliar information.

Finally, we have to deal with the forces of habit. The habits of routine, how we react, how we feel, and how we think.

No wonder this process can seem just *too much effort!*

But the effort is worth it, and you are worth the effort!

As adult learners, we have the added challenge of incorporating our life experiences and all the existing professional expertise we have accumulated into this new mix.



Learning is definitely a challenge, but one that you are up to, and you are not alone. Following are some very important tips that will help you through this process.

● How to use this workbook

Following is our suggested framework for learning that will support you during the new experiences ahead:

- This is a DVD and Workbook learning package. You will need to spend time with both. Allow yourself the time you need to be successful.
- Watch the DVD on its own first! Allow yourself to **watch and listen** to the material without distraction. If you have the workbook in front of you, your attention will be distracted. Leave the workbook to one side for now.



Play the DVD, be open to what you are about to see and hear. You do not need to take notes at this stage.

- After you have watched the DVD once in its entirety, then collect the workbook.
- Watch the DVD and follow along with the workbook. You will notice that the titles on the top, right-hand corner of each page correspond with the blue strip titles that appear periodically throughout the DVD presentation.
- During the DVD presentation, a *workbook prompt* will appear. The image of the notebook is your opportunity to pause the DVD and turn to your workbook to read the appropriate section and complete the exercises.

Some sections will have a small amount of reading; some will be quite a few pages.

● How to use this workbook

Some exercises will require just a few minutes of thought to complete, others will be involved and require you to gather information from your real life work situation. Be prepared to take the time you need to complete the learning process thoroughly.



The goal is to advance your existing skills; this is not a test situation or a race to the finish. As we have said before, *allow*

yourself to succeed.

Understand the natural barriers we all face as experienced professionals in a learning situation and

use these steps as a framework for success.

Finally, enjoy the process.

**Expand your knowledge
and have a**

great learning day!

Please Note: The format of this workbook is a little different. Please read the instructions on the following pages to make sure you get the most from our exclusive 'Objections Clinic' workbook.

Thank you!

- **Objections Clinic**

- **What we will cover**

This companion workbook to “No More Objections” provides you with complete transcripts of R.E.A.P.P responses to the most common objections you hear, such as:

- I'm not interested
- It costs too much
- I'm happy with the newspaper
- I'm happy with Monster.com
- I'm happy with Craig's List
- Industry analysis of Craig's List (DVD content only)
- Using our strengths (DVD content only)

● Points of Interest

Before we begin, let's briefly remind ourselves of the emotional hurdles a professional adult faces when learning new material:

- You will feel awkward and self-conscious.
- You will find reasons not to incorporate these new skills into your business processes.
- You will want to cut corners on practice and implementation.
- You must allow yourself time to practice perfectly

Be open to input from a colleague and revise your presentations accordingly.

Use our example scripts simply as a framework to discover words, phrases, and pace of delivery that feels natural to you.

Delivering a pre-written script, however much you practice it, will always sound insincere to your customers. The important objective here, as you become familiar with these scripts, is not to memorize the words, but to determine what they are setting out to achieve.

Your task, throughout this workbook, will be to make note of key words or phrases that accomplish the goals and then write your own framework around the key words you have identified. This process allows you to personalize the responses, making them unique to you.

Your subsequent conversations with customers will be authentic, natural, and highly effective.

● Points of Interest

How to work the examples

1. Listen to the appropriate section on the DVD at least once.
2. Read the corresponding script example in the workbook.
3. Follow the REAPP outline and with a highlighting pen or pencil, circle the sections within the outline that corresponds to each phase of the REAPP process. *Remember, that REAPP is a framework; each step of the process does not always strictly follow the sequence.*
4. Go through the script again and underline the key words or phrases that support the intended goal.
5. Write a brief statement detailing the intended goal for this type of conversation. Note the key words you have identified. Use these key words to develop and personalize your own REAPP response to the OGGI phrase.

Here's an example of a script that someone has been work with:

R

My name is John Cameron, I am the Employment Specialist for the PennySaver here in the Greater San Diego area. Is this David Jones, head of Action Employment?

E

Yes, this is David Jones, President of Action Employment, but I wouldn't be interested in buying any advertising today. I'm simply not interested.

A

Well, Mr. Jones, I understand and I agree that you shouldn't be interested in buying advertising today; I'm not selling advertising. I'm simply calling to make an appointment to ask you some questions to see if we might be able to duplicate some of the tremendous success we've had with other employment agencies in the San Diego area for your company.

P

P

Is now a good time to ask you a few questions about your business, or should I make an appointment to call you back later, or (tomorrow) Tuesday morning?

● I'm Not Interested

An Assertive Response

Hello, my name is John Cameron, I'm the Service Business Specialist for the PennySaver in your area.

Is this Troy DeLa Sal with High End Contracting?

Dude, like, this is Troy,
but I'm not interested in talking at all to you guys, okay?

Troy, at this point I understand you not being interested. You shouldn't be. We've asked you no questions, learnt nothing about your business. We've given you no reasons to be interested.

I'd like to make an appointment to ask you some questions about your business to see if we can duplicate some of the outstanding success we've had with other high-end contractors by advertising in the PennySaver.

Is now a good time for you, or should I call back tomorrow morning, let's say 5:30am. *(Tip: Assume the close by ending with a statement inflection to your voice, not a rising inflection that presupposes a question. A question the customer can simply say 'no' to)*

● I'm Not Interested

Exercise 1

*Identify
the five
stages of*

R

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P

Is now a good time for you, or should I call back tomorrow morning. let's say 5:30am.

*Now identify the key words or phrases
within this script.*

● I'm Not Interested

Exercise 2

What is the objective of this response?

Key words or phrases

R

E

A

P

P

Personalized framework incorporating key words or phrases that will achieve the stated objective:

● I'm Not Interested

A Gentle Response

My name is John Cameron, I am the Employment Specialist for the PennySaver here in the Greater San Diego area. Is this David Jones, head of Action Employment?

Yes, this is David Jones, President of Action Employment, but I wouldn't be interested in buying any advertising today. I'm simply not interested.

Well, Mr. Jones, I understand and I agree that you shouldn't be interested in buying advertising today, I'm not selling advertising. I'm simply calling to make an appointment to ask you some questions to see if we might be able to duplicate some of the tremendous success we've had with other employment agencies in the San Diego area for your company.

Is now a good time to ask you a few questions about your business, or should I make an appointment to call you back later, or *(tomorrow)* Tuesday morning?