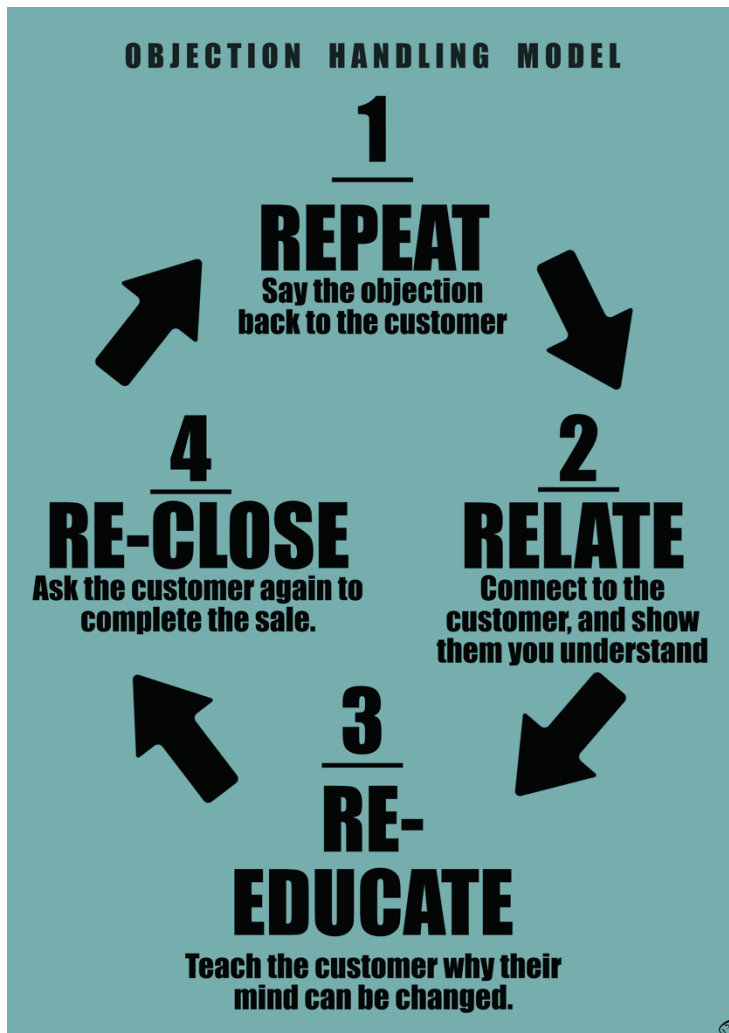


Objection Handling

Objection Handling is the practice of negotiating with a customer when they give us an excuse or a reason not to buy (or to sign up).



Common Objections:

- I cannot afford it
- I need to speak to my partner first
- I do not want to do it monthly
- I will come back later
- I do too many charities
- I want to think about it
- Can I do it once?
- I don't believe in the cause

Using this model you can target and combat any of these objections listed. For example: **I do not want to do it monthly...**

(1) "So, you don't want to do it monthly?"

(2) I understand totally, in fact, I prefer to set my mobile phone up on a pre-paid system because monthly can be scary.

(3) The thing is with us, we ask for the monthly support not to trap you, but because we know this type of support is what **truly** works in helping our cause.

(4) That's why we need your help. Do you want to help us solve this problem the right way? – Perfect let's get you on board!

Take a look at the model above. Here you'll see that in 4 steps we can help a customer realize their fear or anxieties related to purchasing are unnecessary.

We recommend you attempt this 4-step model 3 times during an interaction or a sales pitch before deciding the battle is lost.

Remember there is a difference between **REAL** objections (not working, no income, sick partner) and **EXCUSES**. It is up to you to identify that difference!