

Building Results for The Housing Industry

Handling Resistance: The Sale Begins When the Customer Says No

When your customers raise objections they are providing your sales representatives with useful although negative information about the purchase of your homes. Objections generally fall into two categories: misunderstandings and drawbacks. The following briefly explains both the misunderstanding and the drawback:

1. **Misunderstanding**: usually the result of a customer lacking information or being misinformed about a particular feature or benefit of your homes.
2. **Drawback**: usually the result of either your product failing to provide a benefit the customer considers important or the customer simply not liking something about your homes.

The misunderstandings and drawbacks your sales representatives encounter become “stumbling blocks” or “stepping stones” depending on how they are handled.

This fast-paced ***Handling Resistance*** Workshop teaches your sales representatives a six-step process for ***Handling Resistance*** to ensure that drawbacks and misunderstandings become “stepping stones” to the close. Learning how to deal with objections will increase your company’s sales and profit.

Resistance is not to be feared, it is to be welcomed! After all, an objection simply tells the sales representative what must be done to make the sale. So it’s important that your sales people become highly proficient at ***Handling Resistance***.

Successfully completing the ***Handling Resistance*** Workshop will enable your sales representatives to:

- o Recognize misunderstandings and drawbacks as opportunities, not stumbling blocks.
- o Probe in a way that produces information about misunderstandings and drawbacks without persistent questioning.
- o Clarify the type of misunderstanding or drawback to provide the appropriate response.
- o Initiate reframing principles that requires the prospect to comment on acceptance of sales representative’s response.
- o Consistently handle misunderstandings and drawbacks successfully by utilizing the six-step ***Handling Resistance*** process.

Good luck and good selling!

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