Transcript – GET to YES Podcast

E8: B2B Handling Sales Objections 'The Rule of 3' – Private

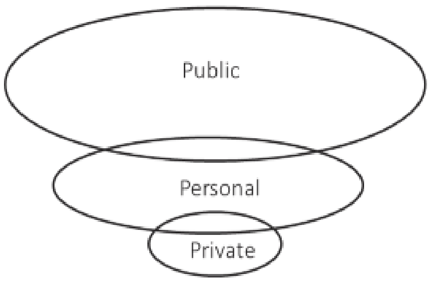
In this episode we're continuing to unpack the most common question I get asked by B2B salespeople, "How do I handle objections?" regardless of who you're selling to across s the hair, beauty and body industry. This episode covers the third, or 'private' layer of the objection.

Let's pick up from the last episode:

1. We discussed the importance of not reacting to that superficial PUBLIC objection – the fob off… or excuse. Learn to leave that for the unskilled salespeople to struggle through.
2. I encourage you to go hunting for the PERSONAL objection. You do that by learning to pause, and asking that vital question. "Can you tell me a little bit more about that?" and then listening with the intent to understand their point, from their perspective.
3. Now you can work your way out and around the objection, because you've converted it from an objection to an opportunity.
4. However, our goal is to go down another deeper layer.

Your goal is to build trust by listening deeper, because you're listening for the next level – the PRIVATE layer – to be uncovered. Remember our three ovals stacked on top of each other in descending size?
PUBLIC
PERSONAL
PRIVATE

THE RULE OF THREE



Can you remember the steps?

1. Presenting confidently
2. Encounter sales objection "We have heaps of retail and we don't need anymore"

3. Demonstrate empathy, and consider their response from their perspective
4. Realise that what you're being offered is a PUBLIC objection
5. Respond with "That's not a problem"
6. Pause
7. Then ask a question "Can you tell me a little bit more about that?"
8. Actively listen to the client, using some aha, ok, a huh, yeah, which encourages the client to keep talking and tell us more.

Our example client answer was: "Well my girls aren't good at retail, Jenny never sells anything, Sue is Ok but only if they ask first, as for Mary, well don't get me started!"

Our next goal is to explore what's going on in the buyer's mind, behind those comments.

- What's their perspective on those challenges, NOT YOURS
- What's behind those comments?

So, your next question may be slightly different:

- "Hmm… What affect does that have?"
    - "What knock on affect does that have?"
    - "What affect does that have on your business?"
    - "What affect does that have on you?"

These are what's called 'consequence questions'… in other words what's the consequence of what's happening? However, you must be careful that you don't phrase them as a leading question, but rather as a question of enquiry, or curiosity – some of the top sales people, are very curious.

Here, you need to be very careful and respectful as your client could be feeling very vulnerable at this point, so it's very important that you don't carry any judgement about the client, or their situation. You also need to be mindful of the tone in your voice.

An example of the answer I generally get here is:

- "Well, if they sold some stock I could pay some bills."
- "Well, if they sold some retail I could pay myself a wage."
- "Having some retail profits could be the difference between making a profit and posting a loss!"

By looking at any of these responses, it's clear that we've reached the PRIVATE level of the objection. These comments are not a 'public' fob-off, nor are they 'personal' comments. These types of answers are truly 'private' comments, that are generally only reserved for the most trusted of people.

So, now that you've reached this critical point, what do you say?

"What can I do to help you with that?"

And yes, you guessed right, you then pause.

What happens at this point is interesting, because it's extremely rare for the buyer to ask you to do anything at this point. Instead, they'll start to rattle off all the things they need to do, and in this example, it may go something like this…

> "Well, what I need to do is some training – get my girls more motivated maybe and create an incentive or two."

Your response is:

> "How can I help with that?

Now is the time to SLOWLY put forward your ideas and suggestions.

By this point, you need to decide if you're a salesperson or a trusted adviser who's helping to support this client along a more productive path. The decision is obvious. You've reached this point by being a trusted advisor, because you've prepared, practiced and executed a different response to a standard SALES OBJECTION.

So, let's recap, how did you get from an objection, to a trusted advisor?
You went through the three layers:

1. PUBLIC
2. PERSONAL
3. PRIVATE

Can you remember the steps you took?

1. Listen to the client "We have heaps of retail and we don't need anymore"
2. Demonstrate empathy, and consider their response from their perspective
3. Realise that what you're being offered is a PUBLIC objection
4. Respond with "That's not a problem"
5. Pause
6. Then ask a question "Can you tell me a little bit more about that?"
7. Actively listen to the client, using some aha, ok, a huh, yeah, which encourages the client to keep talking and tell you more.
8. Our client answer was: "Well my girls aren't good at retail, Jenny never sells anything, Sue is Ok but only if they ask first, as for Mary, well don't get me started!"
9. Say, "Hmm… What affect does that have?"
10. Pause
11. Listen
12. Say, "What can I do to help you with that?"
13. Listen
14. Once they've detailed their action plans…
15. You start to add your solutions, slowly.