



475

**OVERCOMING  
OBJECTIONS - LEAD**

**STEVE SHAW UNIVERSITY**



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# OVERCOMING OBJECTIONS

**NO**

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**(THANK YOU)**



# APPROACH

**L** \_\_\_\_\_

**E** \_\_\_\_\_

**A** \_\_\_\_\_

**D** \_\_\_\_\_



# LEAD

**L** **ISTEN**

**RESTATE**  
**SUMMARY**  
**MIRROR**  
**SUMMARIZE**  
**ACKNOWLEDGE**

**E** **MPATHY**

**DEMONSTRATE**  
**SHOW CONCERN**  
**SHARE STORY**  
**NOT SURE WHAT THIS IS**

**A** **SK QUESTIONS**

**NOT SURE**  
**GUIDE**  
**SHOW PATH**  
**CLARIFY**

**D** **ETERMINE SOLUTION**

**AGREE**



# STEP BY STEP

**COST TO MUCH**

**LISTEN & RESTATE**

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**ACKNOWLEDGE**

**"IF I HEAR YOU CORRECTLY"**





# STEP BY STEP L

**NO MONEY**

**LISTEN & RESTATE**

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**ACKNOWLEDGE**

**"IF I HEAR YOU CORRECTLY"**



# STEP BY STEP L

**CAN I GET A DISCOUNT?**

**LISTEN & RESTATE**

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**ACKNOWLEDGE**

**"IF I HEAR YOU CORRECTLY"**



# EMPATHY

- **THE ART OF UNDERSTANDING**
  - **BEING AWARE**
  - **HAVING SIMILAR EXPERIENCE**
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**ALIGN WITH THE CUSTOMER**

**GOAL = "THAT'S RIGHT"**



# EMPATHY

## DO

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**ACT**

**FEEL**

**SHARE**

**USE TONE OF VOICE**

**USE BODY LANGUAGE**

## DON'T

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**SYMPATHIZE**

**BE "SORRY"**

**SAY**

**"I UNDERSTAND"**

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# STEP BY STEP L - E

**I DON'T HAVE THE MONEY TODAY**

## **LISTEN & RESTATE**

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## **EMPATHY**

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## **ACKNOWLEDGE AND ALIGN**

**"IF I WAS IN YOUR SHOES I MIGHT FEEL THE SAME WAY."**



# STEP BY STEP L - E

**I DON'T HAVE ENOUGH TIME TODAY**

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**



# STEP BY STEP L - E

**CAN I GET A DISCOUNT?**

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**



# STEP BY STEP L - E

**YOUR BIGGEST OBJECTION** \_\_\_\_\_

**LISTEN & RESTATE**

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**EMPATHY**

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**ACKNOWLEDGE AND ALIGN**





# ASK CLARIFYING QUESTIONS

## **ASK QUESTIONS:**

- **ASK TO CLARIFY + GUIDE CUSTOMER**

## **MONEY:**

- **BUDGET**
- **CONSEQUENCES**
- **VALUE**
- **FINANCING**
- **OPTIONS**

## **TIME:**

- **HOW MUCH TIME**
- **CONSEQUENCES**
- **OPTIONS**



# ASK CLARIFYING QUESTIONS

- **TO CLARIFY CONCERN**
- **TO GUIDE CUSTOMER TO SOLUTION**

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**"WHAT CAN I DO TO MAKE THIS RIGHT?"**

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**LEARN CUSTOMER EXPECTATION**



# DETERMINE SOLUTION

**THE SOLUTION WILL COME WHEN THE CUSTOMER  
AGRESS TO THE BEST PATH**

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# PRACTICE LEAD

## COST TO MUCH

**L**

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# PRACTICE LEAD

**NO TIME**

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# PRACTICE

## CAN I GET A DISCOUNT?

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# YOUR BIGGEST OBJECTION

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# CONTACT

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[www.steveshawuniversity.com](http://www.steveshawuniversity.com)

(424) 237-4973

[Steve@SteveShawTraining.com](mailto:Steve@SteveShawTraining.com)



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