Resolving Objections: The Negative Side of Positive Thinking

Interactive Challenge

A positive mindset is critical for navigating the ups and downs of selling, but research shows that on its own, positivity can interfere with our willingness to thoroughly resolve buyer objections. In this Interactive Challenge we'll practice a technique that allows us to stay positive and still resolve buyer objections effectively.

Instructions: First, read the scenario. Then for each question, choose the response most likely to help you resolve the buyer's potential objections.

Scenario: You're in conversations with a prospect and things are going well. They are the sole decision maker for the purchase, they have the budget, and they need a solution ASAP. But in your last call, they said something that made you think they'll have objections down the line. Specifically, they mentioned in passing that there are many affordable options on the market.

Question 1

In the face of the buyer's potential objections, what mindset will best serve you?

A. Stay positive about the sale but also curious about the buyer's objections.

> ***Correct** — Nice! Research shows that to achieve our goals, we need to complement our positivity with a realistic assessment of obstacles and a plan to overcome them.*

B. Be realistic. The buyer is clearly going to bully you on price at some point. It's best not to waste your time with them.

> ***Incorrect** — Not quite. Positivity alone won't help us achieve our goals, but that doesn't mean we should abandon it altogether. It plays an important role in navigating the ups and downs of selling.*

C. Power through with positivity. Focus on what's going well and don't be distracted by every offhand comment the buyer makes.

> ***Incorrect** — Not quite. While it's true that the best sellers stay positive despite setbacks, trying to use positivity to power through objections will likely backfire.*

Question 2

When you balance positivity and curiosity, you realize you should prepare for the buyer's objections. What is the best way to do that?

A. Recall the most common objections you've heard in your experience as a seller.

> ***Incorrect** — Not quite. This could help, but each buyer is different, and you can't assume what concerned one buyer will concern another.*

B. Reflect on the fact that buyer objections are an inevitable part of the sales process.

> ***Incorrect*** *— Not quite. This is a good first step, but mere reflection isn't enough to resolve potential objections.*

C. Make a plan to address objections you think might come up based on your initial conversations with the buyer.

> ***Correct*** *— Nice! Let your curiosity move you from wishful thinking to concrete planning. For example, you can tell yourself, "If the buyer lacks clarity about value, then I will outline how my product helps them achieve their critical business objectives."*

Question 3

Now that you've made specific plans to address likely objections, what should you do?

A. Wait and see if the buyer objects to anything, and if they do, follow your plan.

> ***Incorrect*** *— Not quite. It's tempting to let sleeping dogs lie, but proactively learning about the buyer's objections will give you insights you can use to address their concerns and move the sale forward.*

B. Ask probing questions to uncover the buyer's objections and then explore the root causes behind them.

> ***Correct*** *— Nice! When you uncover objections and explore root causes, you can resolve those objections effectively. For example, you might find that the buyer does in fact lack clarity about the value of your product, and you should respond by connecting the value of the product to their objectives.*

C. Tell the buyer you'd appreciate it if they were up front with you about their objections.

> ***Incorrect*** *— Not quite. This might work but it could seem like you're accusing the buyer of being dishonest. There's a better way to address objections head on.*

Congratulations. You successfully balanced positivity with curiosity to resolve a buyer objection and move the sale forward.