HOW TO GET AROUND COLD CALL OBJECTIONS

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TABLE OF CONTENTS

INTRODUCTION

I have some bad news. You are very likely to face some sort of objection on just about every cold call that you make. Objections are like stop signs that the prospect will hold up to try to take the call in a direction of their choosing. And if you have called someone unexpectedly and appear to possibly be trying to sell something, the direction of their choosing will likely be to bring the call to an end.

Here are some examples of common objections that you will encounter:

"I do not have time right now."

"We are not interested."

"I am already using something for that."

"We do not have budget/money to spend right now."

"Call me back in six months."

"What is this in regards to?"

"He does not talk to vendors."

"Talk to my assistant."

"Just send me some information."

Any of those sound familiar?

The good news is that there are really only between five to ten objections that you will consistently face again and again while cold calling. This is good as that is actually a pretty short list making it fairly easy to identify the anticipated objections and develop a strategy for how to get around them.

In this ebook, we will not only help guide you to figuring out the objections to prepare for, we will also teach you some logic for how to respond. We will provide a 4 step process for you to go through that will help you to look like a pro athlete that has prepared thoroughly for the competition and knows exactly how to handle and beat them.

STEP 1: IDENTIFY YOUR ANTICIPATED OBJECTIONS

Step 1 in this process is to identify the objections that you anticipate facing. As you go through this exercise, you can actually build a list of the objections. You can probably start with the common objections that we just listed as those are standard objections that can come up regardless of what you sell.

But in addition to the standard are custom objections and these are specific to your business or industry. It would be ideal that your list of objections be a mix of standard and custom objections.

If you find yourself struggling a bit to think of objections that are likely to come up, there are a few areas to think about to trigger some ideas.

Product

Are there common concerns or questions that that come up regarding the product or service that you sell? Here are some examples:

- We would never use that.
- That would be too difficult to implement.
- Your product will not be able to integrate to our other systems.

Pricing

You are probably likely to face some pricing objections.

- You are too expensive.
- Your pricing model does not fit with the way we prefer to purchase.
- Your contract is too restrictive.

Company

There may be objections specific to your company.

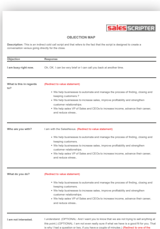
- ➜ You are too small of an organization (too big, too young, etc.)
- ➜ You are not local to our area.
- ➜ We are concerned that your company might be acquired.

Competition

You are sure to face objections regarding your competition.

- ➜ XYZ Corp has a better solution.
- ➜ We already have a relationship with XYZ Corp.
- ➜ We prefer to do everything in-house (competing against the status quo)

Those are just some examples of areas where objections can pop up. They might not be exactly the same as what you can expect but you may face some sort of objection or scepticism that is similar and you can use these examples to get ideas as you build your list of anticipated objections.



SalesScripter

Will provide you with a list of common objections and help you to build your custom objections.

STEP 2: IDENTIFY HOW TO RESPOND

Now that you have your list of anticipated objections, you can prepare a response for each objection. This will allow you to be able to know what to do when these challenging moments occur and that can immediately improve your results.

Focus on the Immediate Goal

Before we look at how to respond to objections, let's take a step back and think about what our goal should be when facing an objection. At any given point in the sales process, you have two goals. You have the ultimate goal which is to close the sale. And you also always have an immediate goal which is to advance the prospect to the next stage in your sales process.

You can often improve your results by focusing more on your immediate goal than your ultimate goal of closing the sale. Yes, we always want to be building interest, but by really focusing more on selling the interest and agreement to meet, we can improve our ability to get prospects to move forward.

The reason this is important is that it can greatly impact how you respond to objections. The reason why is that most objections are going to be directed at your ultimate goal of closing the sale—"I am not interested", "We do not need that", "We do not have budget", etc.

These are valid reasons for the prospect not to buy and for them to shut us down if we only want to achieve our ultimate goal. But they are not valid objections for our immediate goal of scheduling a meeting. As a result, keeping your focus on your immediate goal can greatly improve how you respond to and get around objections.

3 Objection Handling Options

We have three main options for how to handle objections while cold calling.

Option 1—Comply with the objection

To comply with an objection would be to accept it and this will likely lead to the call slowing down and coming to an end. Below is an example:

> **Prospect:** "I am not interested."
>
> **Caller:** "OK, sorry to bother you. Have a nice day."

You will have to comply with objections at some point, but a reasonable approach can be to try to deal with the objection in another way two to three times before complying.

Option 2—Overcome the objection

To try to overcome the objection is to face the objection head-on and try to defuse it or to try to change the prospect's mind. Below is an example:

> **Prospect:** "I am not interested."
>
> **Caller:** "OK, but we also have the auto tuning feature, and we are the global leader, with thirty years of experience."

Trying to overcome an objection can be a less advantageous option for a couple of reasons. First, this is trying to change someone's mind, which can be a difficult task to take on and a cold call simply does not provide the time and forum to be effective with this. If you receive an objection during a sales presentation or formal meeting, you will have more time and attention to work with and you will be able to be thorough as you build your case to overcome the objection and change the prospect's mind.

Another reason that trying to overcome the objection can be a less advantageous path is that when you try to do so, you shine a spotlight on the objection by spending time discussing it. This can give it more life and energy, which can make it grow stronger and more grounded in the prospect's mind.

Option 3—Redirect the objection

To redirect the objection is to try to move the conversation into a new direction without addressing the objection head-on. Here is an example:

> **Prospect:** "I am not interested."
>
> **Caller:** "I understand. Do you mind if I ask what you are doing today to collect log data?"
>
> **Prospect:** "We are using an in-house developed system."

In the this example, by asking this question, the sales person moved the conversation away from the topic of the prospect not being interested and started a new, yet still related, conversation thread. If we continued moving forward with the example, it is reasonable for this conversation to continue in the redirected direction and begin to center around what the prospect is using today. The sales person might then have the opportunity to keep the conversation going by asking additional questions around what is working well and what is not working so well.

Note that if you actually reach a point where you redirect an objection and you arrive at a point where the prospect is sharing details around what is not working well, you have actually completely flipped a situation where the prospect went from trying to end your call to one where the prospect is sharing valuable information around their pain.

Keep the Conversation Going

When you look at those three objection handling options and you keep in mind the goal of focusing on the immediate goal of trying to get the prospect to move to the next stage in your sales process, it might be clear that more often than not redirecting objections is going to be the best way to go.

Trying to overcome the objection is more aligned with trying to reach our ultimate goal—the prospect is not interested so I must make him interested in order to close the sale. But if our focus is more on trying to get the prospect to agree to have a meeting with us, or whatever the next step in our sales process is, redirecting to keep the conversation going will be a path that leads to better results.

STEP 3: BUILDING YOUR RESPONSES

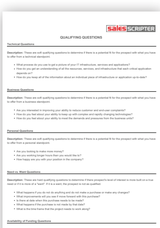
At this point you might be thinking, "OK, I agree, redirecting sounds effective. But I don't know where to redirect the conversation to." Don't worry. Developing objection responses that redirect is fairly easy as there are a few areas where you can always redirect to.

Redirect to Your Pre-Qualifying Questions

When prospecting, you should have a few pre-qualifying questions to ask the prospect. These questions are great redirect responses. Here is an example:

> **Prospect:** "Just send me some information."
>
> **Caller:** "I will certainly do that. So I know what to send you, do you mind if I ask when the last time you performed an AP audit was?"

The question in the example is a pre-qualifying question that we want to ask anyways and we can use it as a default redirect when faced with a number of different objections.



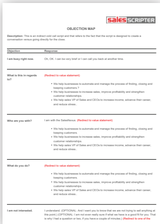
SalesScripter

Will help you to develop your pre-qualifying questions.

Redirect to Your Common Pain Points

You should also have a list of common pain points that you help to resolve when prospecting. This is another area that you can redirect to.

> **Prospect:** "I am not interested."
>
> **Caller:** "I understand. Some businesses that we work with have experienced overpayments and errors in their vendor's invoices. Are you concerned about that?"



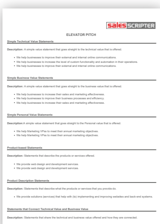
SalesScripter

Will help you to develop your list of common pain points.

Redirect to Your Value Statement

If you know what your value statement is, you can often redirect to this.

> **Prospect:** "What is this call in regards to?"
>
> **Caller:** "We help businesses to improve profitability by decreasing any unnecessary overpayments."



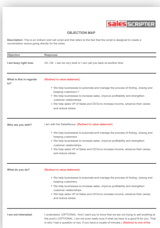
SalesScripter

Will help you to develop your value statement.

STEP 4: CREATE AN OBJECTIONS MAP

Once you have your list of objections and responses listed out, you can create a tool called an objections map. This is simply a document with one column listing the objections and then a column with the corresponding responses that you have prepared.

Once you have this document built, you could then use this as a map for where to go and what to do when objections come up while cold calling. Stick it on your wall and you are sure to improve your results.



SalesScripter

Will provide you with an objections map filled in with all of your pre-qualifying questions, pain points, and value statements.

Objection	Response
I am busy.	I understand. I can be very brief or I can call back at another time.
What is this call in regards to?	The purpose for my call is that [*insert value statement*].
I do not have budget/money.	I understand, and I want you to know that I am not trying to sell you anything, as I don't really know if what we have is a good fit for you.
I am not interested.	I understand, and I want you to know that I am not trying to sell you anything, as I don't really know if what we have is a good fit for you. (*Redirect*) But if I could ask you real quickly, [*insert light qualifying question*].
I am already using something today.	Oh I see. Do you mind if I ask what you are doing in this area? How is it working? How long have you been doing that? What could be working better? (*Redirect to light qualifying question or typical pain points*)
I am not looking to make a change right now.	I understand, and I want you to know that I am not trying to sell you anything as I don't really know if what we have is a good fit for you. (*Redirect*) But if I could ask you real quickly, [*insert light qualifying question*].
Just send me information. (*early in a call – blow off*)	I can definitely send you some information. So that I know exactly what to send you, do you mind if I ask you [*insert light qualifying question*].
Just send me information. (*end of the call – noncommittal*)	I can definitely send you some information. Do you mind if I ask what information you would like me to send? If you have questions, it might be quicker for you if we schedule a quick follow-up conversation versus sending you a bunch of information to read through.

SOME COMMON OBJECTIONS EXPLAINED

Here are examples of common objections, along with responses that have the potential to keep the calls moving forward.

I do not have time.

It is safe to assume that just about everybody you call is going to be busy—not only because prospects are at work, so they are likely working, but also because many people are doing the job of more than one person in today's business environment. In addition, if you are calling at a senior management level, not only do managers have very hectic schedules and heavy workloads, but they also have more pressure than ever from shareholders, economic conditions, compliance requirements, etc.

If you can assume that all prospects are busy, what needs to be determined is whether the prospect you reach is crazy busy or just normal busy. Crazy busy would be where the prospect is able to answer the phone but unavailable to talk due to being in the middle of a meeting, working on a deadline, or having some sort of high pressure emergency going on. Normal busy would be where the prospect is just dealing with the normal level of day-to-day busyness and possibly feels overwhelmed but that is something that is going on most of the day. Finding out whether the prospect is crazy or normal busy is important because you do not want to try to keep the calls going with crazy busy prospects as it will not be productive.

One way to respond to this objection and determine the prospect's level of busyness is to respond to the objection that she is busy with a response of, "I understand. I can be very brief or I can call back at another time." The prospect's response to this will usually be very telling. If she is crazy busy, she will not even entertain the thought of continuing and immediately push you to call back at another time. And this is good information and you can conclude that you have reached the prospect at a bad time to try to execute the cold call.

When you catch a prospect that is normal busy and you give her the option to talk now or for you to call back at another time, more often than not, she will tell you to go ahead and proceed in place of having you call back at another time. And if you move forward in this scenario, you know that she is busy but you are moving the conversation forward with her permission to continue, which buys you a little time to work with.

What is this in regards to?

This is one of the most common objections that gatekeepers and prospects use to screen calls. This question is designed to get the sales person to say something that signals that he is a sales person trying to sell something.

If you comply and directly answer this question, you might respond with a response that mentions that you are calling to introduce yourself, schedule a meeting, learn about their needs, etc. As soon as that type of response is delivered, a gatekeeper will immediately know that it is OK to shut you down and will do that with a response like, “Oh, we don’t accept sales calls.” From there, it is tough to recover and justify why it makes sense for you to keep going and the call will usually come to an end.

In order to avoid complying and falling into this common trap, you can redirect with a response that goes in a new direction and does not necessarily trigger sales person alerts. One approach that could do that is to answer with a version of your value statement. For example, you could deliver a response like, “The reason I am calling is that we help companies to reduce their cost of goods sold by 10 to 15 percent.”

When you use a response like this, the gatekeeper or prospect will not hear the language from you that he is looking for and will actually be thrown off a little as he will be looking for words that point you out as a sales person. This is not to say that he will hear your value statement and completely open up and let you in. But his attempt to immediately shut you down can likely be stopped buying you a little more time.

The value statement also usually includes subjects that are more difficult to object to with responses about being not interested or not needing. For example, if your value statement talks about improving processes or costs, it is more difficult for a prospect to respond to you that he is not interested in improving processes or decreasing costs than it is for him to say that he is not interested in your products.

I do not have budget/money.

A common objection is for prospects to say that they do not have any budget or money available for your products. If this comes up on a cold call, it is really not a legitimate objection, as you are not trying to sell anything: your goal is simply to establish a first conversation. You can let them know this by saying, "I understand, and I want you to know that I am not trying to sell you anything, as I don't really know if what we have is a good fit for you." From there you can redirect to one of your soft qualifying questions to try to keep the cold call going.

I am not interested.

When a prospect says she is not interested, we can redirect to one of our soft qualifying questions. This lets us shift the focus away from her perceived lack of interest and redirect to a question that gets her talking about something else and keeps the call going. This could be accomplished by saying, "I understand. But if I could ask you real quickly, do you currently have a detection system in place?"

I am already using something today.

If the prospect tries to end the call with the objection that she is already using something for what we are calling about, you can redirect to get her to talk about what she is using. For example, you can respond with, "Oh I see. Do you mind if I ask what you are doing in this area?" From there, you can continue to inquire about what she is doing by asking what is working well and then trying to ask what is not working well. In many cases, this could help you to get around the objection and keep the call going. This direction will also possibly create a productive conversation where you are able to collect key details around the current state in terms of systems, processes, pain points, etc.

I am not looking to make a change right now.

If the prospect states that she is not looking to make a change right now, you can respond in a similar way to how you would respond if she objected by saying she does not have money or is not interested—by using a soft qualifying question. You can simply say, "I understand. And I want you to know that I am not calling you to sign you up for anything, as I don't really know if what we have is a fit for you all at this point. But if I could ask you a quick question, how long have you been using you current system?"

Just send me information.

One of the most common objections that gatekeepers and prospects will use to get rid of sales people is to ask the caller to send him some information. This is used a lot as it allows both gatekeepers and prospect to get rid of sales people quickly and effectively since it gives the sales person a little hint of hope that there might be interest. Another reason this is an objection that comes up a lot is that the person delivering it can get rid of the caller without looking rude and he can then just delete or throw away the information is sent over. The real frustrating thing about this objection is that it causes sales people to have false hope and waste time crafting follow-up messages.

Before we go further, it is important to note that this objection can actually occur at two different times during a cold call, and your response may differ according to when it comes up. If you get this early in the call, this is more of a blow-off objection, and you can reply by trying to redirect back to one of your soft qualifying questions. For example, you can reply with, "I can definitely send you some information. So that I know exactly what to send you, do you mind if I ask you what you are using for security monitoring?"

This objection can also come up later in cold calls after some significant discussion, when you are trying to close. This situation is less of a blow-off scenario and more of one in which the prospect does not want to commit to moving forward. If you are at the end of the cold call, you might not be able to redirect back to any soft qualifying questions or to additional conversation threads. That being the case, one option that you have is to tell the prospect that you can send information, but to inquire about what he would like you to send and inquire why he would like you to send it. Does he want more information to get more educated so that he can make a decision? If so, you can redirect to the point that scheduling a conversation to answer questions would be much quicker and easier for him than you sending a bunch of information for him to read through on his own.

Remember—and I can't stress this enough—your goal is not to sell the prospect; it is to transition him into a first conversation. As a result, you can redirect to a response that reinforces the fact that you are not trying to sell her anything and are simply trying to establish open lines of communication between the two organizations. From there, you can redirect to questions that identify the prospect's level of interest, what his questions might be, what type of information he is looking for and why, and so on.

ABOUT AUTHOR

Michael Halper, author of **The Cold Calling Equation—PROBLEM SOLVED** and creator of the **SalesScripter**, helps business owners and sales professionals to increase sales results by improving the areas of sales prospecting and lead generation.

Michael's professional career was spent primarily in hunting roles working for technology companies where he was responsible for securing net new clients in undeveloped territories. Fighting in the trenches year after year and experiencing both ups and downs helped him to develop a sales methodology that generated leads and sales results.

Today, Michael shares this expertise and methodology with others as founder and CEO of Launch Pad Solutions, LLC, a sales training and consulting firm, and also as founder and CEO of SalesScripter, LLC, a web-based solution that helps sales professionals to develop their sales messaging. He is also President of the American Association of Inside Sales Professionals Houston Chapter.

Michael combines his real-world experience with a strong educational background including a BBA in Marketing, an MBA in Management, a Graduate Certificate in Executive Coaching, and he is currently working on a Masters of Science in Organizational Behavior at the University of Texas at Dallas. He is also a certified professional coach currently holding an ICF Associate Certified Coach credential.

View more information and connect with on Michael on LinkedIn **here**.

ADDITIONAL RESOURCES

How to Build a Cold Call Script that Works Webinar

One of our webinar recordings that might align best with this ebook is our How to Build a Cold Call Script that works. While the title of this training session implies mostly discussion around building scripts, we do discuss and demonstrate all of the tips that we discuss here in this ebook.

You can access a recording of this webinar **here**.

Dealing with Objections Webinar and Ebook

What we did not discuss much in this ebook is the subject of objections. The reason why is that dealing with objections is an entire subject all unto itself. And because of that, we have a dedicated ebook and webinar where we present a methodology that tells you exactly what you need to do to be more prepared and get around objections.

You can view the webinar **here** and download the ebook **here**.

Dealing with Gatekeepers Webinar

Gatekeepers can also play a role of blocking you out and preventing you from getting far enough into an organization where you can use the methodology we discussed in this ebook. Similar to how we handled objections, we have separated that as subject by itself and we have delivered a webinar on how to effectively deal with gatekeepers when phone prospecting and you can view a recording of that **here**.

The Cold Calling Equation—Problem Solved Book

In the B2B appointment setting methodology that we just outlined in this ebook, we touch a lot of different concepts. We have a paperback book (or Kindle version) called **The Cold Calling Equation—Problem Solved** and this book has a chapter that goes into each of these concepts in more detail.

The nice thing about purchasing the paperback version is that it makes a great reference manual to keep on your desk when making phone prospecting calls. You can find out more information on this book and purchase your copy **here**.

Sales Prospecting Basics Sales Training Program

We have organized all of our tips for improving sales and prospecting into a two-part series of training videos. The first set of videos is called "Sales Prospecting Basics" and this will take you through what we consider the most important and foundational topics that you can adopt in order to transform your sales efforts.

You can access a playlist with all of the videos of this program **here**.

Sales Prospecting Advanced Techniques Sales Training Program

The second part to our two-part series of training material is our Sales Prospecting Advanced Techniques. This set of training modules goes into detail in areas that help you to develop more advanced sales skills.

You can access a playlist with all of the videos of this program **here**.

SMART Sales System Training Program

We have a third training program called the SMART (Sales Messaging and Response Tactics) Sales System, which includes all of the modules from our Basics and Advanced training programs, plus additional training geared more toward the manager, business owner, independent sales person, etc.

You can access a playlist with all of the videos of this program **here**.

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