GREAT GRAY
TRUST COMPANY

Mastering Objections: How Questions & Empathy Win Clients

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Understanding Types Of Objections

Barrier to closure

Perception of mismatch between you & prospect's perceived needs

Legitimate concern about you, your products or some other issue

Expressed or silent

Home-grown or transplanted

Real or imagined

Common Reactions to Objections

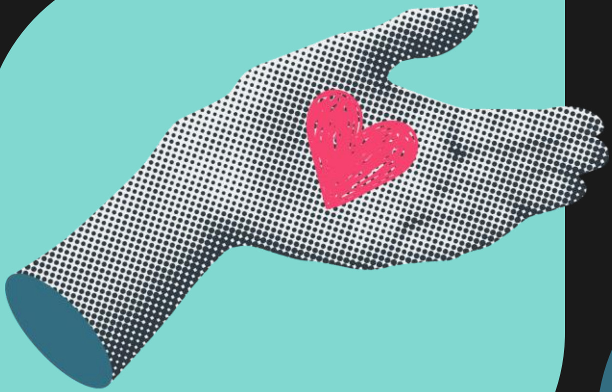
Denial

Confrontation

Condescension

Empathy & Reframing

The Right Approach – Handling Objections with Empathy

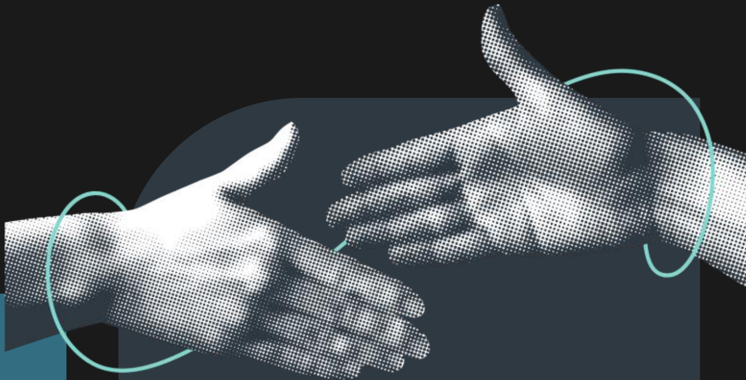


Feel

Empathy
Remove Tension

Customer Story
Relatable

Felt



Found

Business Benefit
Invitation to Connect

The Endgame – Turning Objections into Actions

know

ANSWERS

What do we need to know to further qualify deal validity and understand their decision criteria?

feel

ATTITUDES

What emotional response do you expect from your audience?

do

ACTIONS

What action(s) do you want your audience to take?

DEAL PROGRESS

Objections In a Group Setting

Example: Plan Sponsor Committee Meetings

The Outcome - Building Trust & Deepening Relationships

Solution Misalignment

Unique feature reliance

Transparent Pricing

Partnerships

Product Fit

Competition

Affordability

Performance

Timeframe

Trust

Budget limitations

Long-term Deals

Internal Consensus

Building Your Objection-Handling Muscle

- Gather **Top 3-5 Objections**
  By difficulty and frequency
- Expert team develops
  best practices handles
- The "Found" in our "Feel, Felt, Found" model includes our best **Customer Stories**
- **Training** and role playing
- **Certification** of client-facing team
- **Weekly Rhythm** of sharing objection handling experiences

Empowering the Audience to Master Objections


The best salespeople don’t **close** deals; they **open** doors to deeper connections and lasting partnerships.

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