

**HOW TO HANDLE
CUSTOMER OBJECTIONS
IN SALES?**

USING THE LAPS™ FRAMEWORK





WHAT IS A CUSTOMER OBJECTION?

It is a concern that causes your customer to hesitate (at best) or abandon (at worst) the purchase.

Objections, customer push backs, a request for more information, whatever the term we use it is the next thing between now and a successful sale.

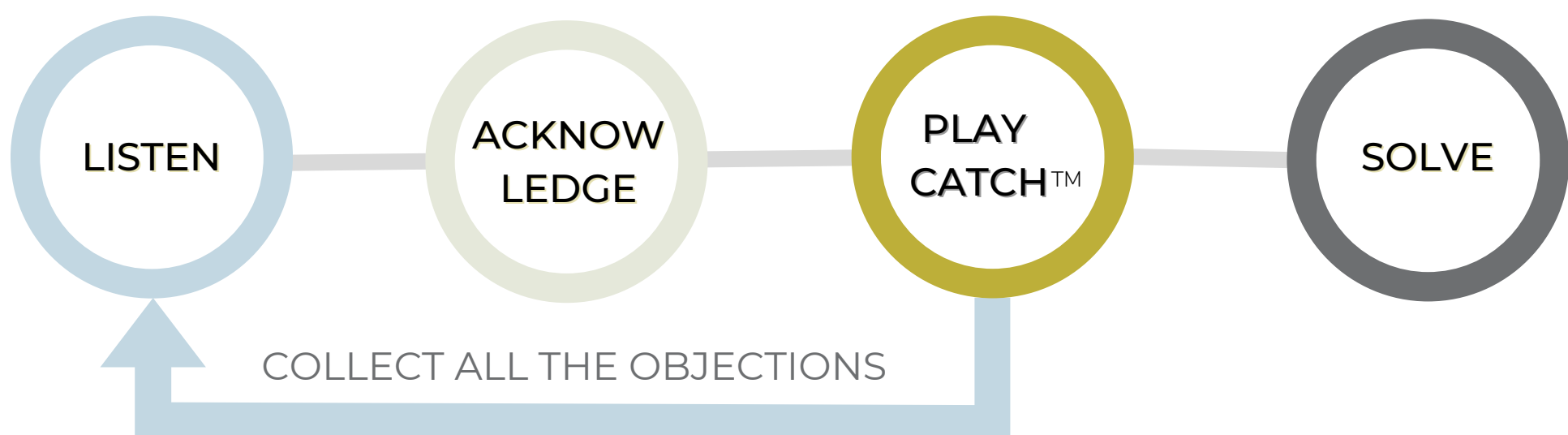
First the good news, your customer is still engaged in the selling process with you when they raise an objection. However, there is still something that needs to be addressed before they can say 'yes'.

Now it's over to you to help them discover suitable answers so they can move forward with their decision.

HANDLING OBJECTIONS USING LAPS™

A simple, memorable and repeatable approach to objections. Our LAPS™ framework is any easy way to organize your sales conversations and ensure you are on the customer's agenda.

Apply the LAPS™ framework to actively listen and learn more about your customer's concerns and needs. Play Catch to uncover the real essence of the objection and how they can move forward. Don't forget to 'collect' all of their objections up front before helping them with potential solutions that address their concerns.





PRACTICE THE FRAMEWORK


01 LISTEN

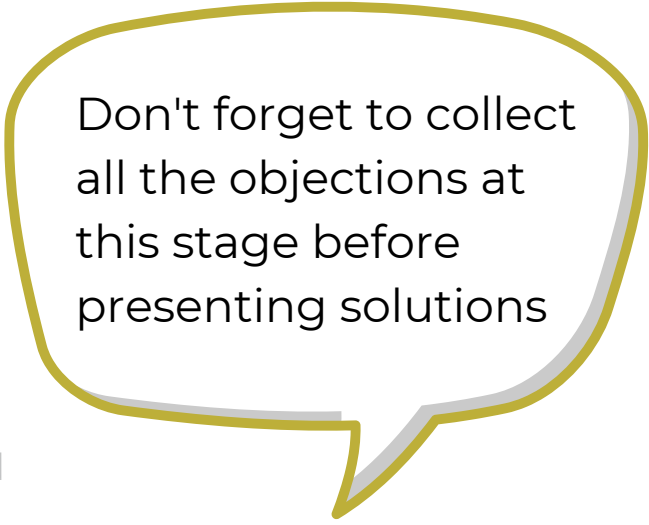
Listen actively to your customer's concerns and capture the type of objection being put forward. If we do not hear what is being said, we cannot solve the issue.



02 ACKNOWLEDGE

People want to be heard and we must react to what has been said. Restate the objection to demonstrate complete understanding of what the customer means.





Don't forget to collect all the objections at this stage before presenting solutions



03 **PLAY CATCH™**

Ask great questions to understand, discover, and clarify the customer's situation, perspective and needs related to the objection. There must be clarity around the issue to be solved. If we do not understand the push back, our solution will have no context or validity.



04 **SOLVE**

Suggest an appropriate solution that addresses the customer requirements and moves towards a close. The solution needs to match the objection raised earlier.

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