



Mega Cindy's 4 step objection handling technique

I call this technique: I understand what many of my customers have discovered. And with this sentence, you will easily remember the technique.

1. I understand ...
2. Many of my customers ...
3. ... have discovered ...
4. Silence please!

1. I understand ...

Never answer an objection by saying the prospect is wrong! This will always result in a status quo and it will be extremely difficult to convince the prospect. Instead you recognize the prospect's feeling and you acknowledge his point of view. You could say: *"I understand it ..."* (this is the core of the objection).

Here are some examples:

"I fully understand what you are saying (...)"

or

"I understand it's not appropriate to invest more money at this time."

or

"I understand that it's unbelievable for you to lose 20 pounds without a diet."



2. Many of my customers ...

Than you talk about your customers, preferably customers with whom the prospect can identify himself with and he feels connected with. Customers that faced the same challenge that your prospect is dealing with and most important: that had the same objection! The more specific you can make it, the more powerful. That sentence can start with: *“many of my customers”*, but in all 3 stages you can also use other words if you respect the idea behind the formula.

Here are some examples:

“I have many customers that are small business owners and they felt exactly the same as you do.”

or

'Many of my customers had difficulties to survive during the crisis and wanted to stop investing in training and education.'

or

'Many of my customers had difficulties to believe they could really lose weight with my methodology after having tried numerous diets that didn't work out.'



3. ... have discovered ...

In this part is the power of the technique. It shows exactly what your prospect wants as a result. And apparently many others who look exactly like your prospect, made the decision to invest and they achieved the desired result! Here you describe exactly that they became customers although they had the same objection and they achieved the result they wanted.

Here some examples:

“They discovered it worked and for this reason...”

or

“The moment they invested the money, they found out (discovered) that by doing the training they not only achieved 37 % of extra turnover but they also ...”

or

“But they discovered one by one that it really worked and they could keep their ideal weight even after several years.”



4. Silence please!

After you have applied the first 3 steps, you stop talking and wait for the prospect to talk.

If you did it the right way, it will be very difficult for him to ignore the results you pointed out with the customers that look exactly like him.

If the prospect starts looking for other excuses, it means that in this stage, you didn't hear the real objection. But it can happen that your prospect will say yes to you after being so specific!

But please remember, in this phase it's important to stop talking and use the power of silence. Silence forces the prospect to react and is the key to success!