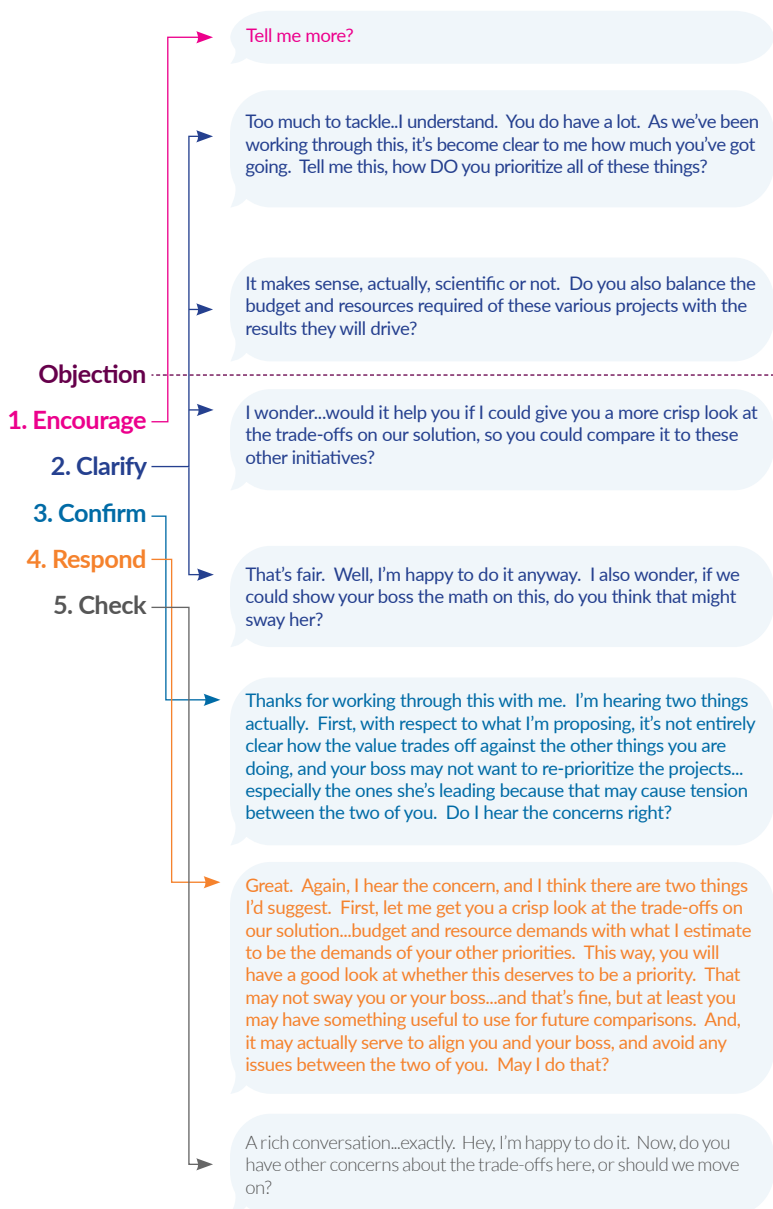# OBJECTIONS MATRIX

Objections are a natural and necessary part of any sales process. Sales people who display poise and empathy during objection handling truly set themselves apart. However, we know it's not easy - so the purpose of the Objections Matrix Sales Tool is to help us be ready with the expert move required to handle any objection that comes our way.

High performers use a five-step process to handle objections, and they move with agility through the knowledge, skill and discipline that make up these expert moves:

1. Encourage - **Discipline**
2. Clarify - **Skill**
3. Confirm - **Discipline**

(stay above this line as long as possible)

4. Respond - **Knowledge**
5. Check - **Discipline**

Our Objections Matrix Sales Tool should capture the objection itself, the clarifying questions that we will use to unpack that objection, and the best response to that objection. This Sales Tool is never complete, or course, because we can't predict every objection we will ever get. But we can get close. Eight, ten, twelve, even fifteen objections will get this Sales Tool ready to put in our Toolkit. Once we have these 15 objections, and their clarifying questions and responses, we just add to the mix the three critical disciplines...encourage, confirm and check...that make up the objection handling process and we have the expert move of handling objections.

OBJECTION — Salesperson "Bob"

Target "Susan"

Objection
1. Encourage
2. Clarify
3. Confirm
4. Respond
5. Check

> Bob, now is not the right time to tackle this.

> Tell me more?

> Well, we just have too much else to tackle right now...really, it's just that.

> Too much to tackle..I understand. You do have a lot. As we've been working through this, it's become clear to me how much you've got going. Tell me this, how DO you prioritize all of these things?

> We just work through our goals for the business for the year, and then we connect the projects to those priorities and try to figure out the budget and resource trade-offs of the various projects. It's not entirely scientific, but it seems to work.

> It makes sense, actually, scientific or not. Do you also balance the budget and resources required of these various projects with the results they will drive?

> Again, not scientifically, but sure...we do a version of that.

> I wonder...would it help you if I could give you a more crisp look at the trade-offs on our solution, so you could compare it to these other initiatives?

> I suppose, but I just don't see this getting re-prioritized. My boss actually owns a couple of these other priorities, and I don't see her letting those go in favor of this. Plus, that then may create tension between her and me.

> That's fair. Well, I'm happy to do it anyway. I also wonder, if we could show your boss the math on this, do you think that might sway her?

> Maybe...she's actually the one who makes the priorities.

> Thanks for working through this with me. I'm hearing two things actually. First, with respect to what I'm proposing, it's not entirely clear how the value trades off against the other things you are doing, and your boss may not want to re-prioritize the projects... especially the ones she's leading because that may cause tension between the two of you. Do I hear the concerns right?

> That's it. You got it.

> Great. Again, I hear the concern, and I think there are two things I'd suggest. First, let me get you a crisp look at the trade-offs on our solution...budget and resource demands with what I estimate to be the demands of your other priorities. This way, you will have a good look at whether this deserves to be a priority. That may not sway you or your boss...and that's fine, but at least you may have something useful to use for future comparisons. And, it may actually serve to align you and your boss, and avoid any issues between the two of you. May I do that?

> Sure. And I would appreciate it. At the very least, as you say, it will let my boss and me have a more rich conversation about it.

> A rich conversation...exactly. Hey, I'm happy to do it. Now, do you have other concerns about the trade-offs here, or should we move on?

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OBJECTIONS MATRIX CONT'D

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2. Clarify - **Skill**
3. Confirm - **Discipline**

(stay above this line as long as possible)

4. Respond - **Knowledge**
5. Check - **Discipline**

Objection	Clarifying Questions	Response
Now is not the right time to tackle this.	• As we've been working through this, it's become clear to me how much you've got going. Tell me this, how DO you prioritize all of these things? • Do you also balance the budget and resources required of these various projects with the results they will drive? I wonder...would it help you if I could give you a more crisp look at the trade-offs on our solution, so you could compare it to these other initiatives?	I think there are two things I'd suggest. First, let me get you a crisp look at the trade-offs on our solution...budget and resource demands with what I estimate to be the demands of your other priorities. This way, you will have a good look at whether this deserves to be a priority. That may not sway you or your boss...and that's fine, but at least you may have something useful to use for future comparisons. And, it may actually serve to align you and your boss, and avoid any issues between the two of you. May I do that?

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