



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**
2. **Clarify**
3. **Confirm**
4. **Respond**
5. **Check**

Encourage (Discipline)	Make space for the objector & and provide an opportunity for them to expand upon their objection and share more thoughts I.e. "Tell me more"
Clarify (Skill)	Ask clarifying questions to better understand the surrounding circumstances of the objection I.e. "What are the other priorities competing for the team's time this year?"
Confirm (Discipline)	Thank them for sharing and state your understanding of the objection(s) I.e. "I'm hearing that, while the team agrees that achieving this goal critically important in the long-term view of organization, there is new urgent issue that taking precedent. Is that correct?"
Respond (Knowledge)	Provide your answer to the objection I.e. "Thanks, again, for sharing all this. I know that urgent pains and long-term strategy goals can often feel mutually exclusive when deciding where you spend your time and resources. First, I'm going to connect you with someone on my team who has a lot of experience solving that urgent need - she may be able to partner with you. Second, I am going to provide some data on how quickly our solution is able to enact change and make measurable progress against this strategic goal. You may find that we can hit some important milestones sooner than expected, meaning that this can be a near-future win. May I do those two things?"
Check (Discipline)	Ask if they are ready to move on from the objection, or there is more to explore around this particular issue. If they bring up additional objections, start right back at step 1: encourage I.e. "I'm excited to introduce you to my colleague and to map out a way we can make near-future strides against your strategic goal. Do you have other concerns, or should we move to the next agenda item?"



OBJECTIONS MATRIX CONT'D

The Objections Matrix Tool is meant to capture your most common objections and prepare clarifying questions and responses that you will use as you handle these objections. This will serve to make you as ready as possible to handle your next customer objection.

The Objections Matrix Tool is never complete, as you encounter new objections you should continue to build out your matrix. By anticipating common objections, and preparing clarifying questions and thoughtful responses, you are ready to add in the three disciplines of encourage, confirm, and check to make up the expert move of handling objections.

Objection	Clarifying Questions	Response
You don't have experience selling in tech companies	<p>How do you prioritize experience against coachability?</p> <p>Does your team have top-performing sellers who came from other industries?</p>	<p>The products your company sells are highly technical and I understand how previous experience in the industry would be beneficial. However, I know that due to the fast-paced and innovative nature of the organization, your products are constantly evolving and changing and require new learning all the time. With that in mind, I think that my ability to really listen to customer and ask questions that unlock their true needs will be a consistent asset to the team, even as our product portfolio evolves. I'd like to provide a reference to you who will speak to my deep commitment to listening and asking questions in service of being a true customer partner. May I do that?</p>