

## Handling objections

Objections can arise at any point in the sales process. Therefore, it is very important to recognise them and not ignore them. This fact sheet will look at why people object and guide you through a suggestion on how understand this objection more.

### Why do people object?

People may object for a number of reasons which initially might not be obvious but by thinking about possible reasons why will help you to approach their objections in the appropriate way. A few examples of these include:

Request for more info	Need clarity	Something missed	Need assurance
Have not understood	Buying signal	Something hidden	Because they can

### Examples of genuine objections:

Too expensive	Shop around	God will provide
Don't believe in it	Dead money	Parents will look after children
She can remarry	She'll get a job	Do it after Christmas

### How do I handle these objections?

There is a technique which can be used when an objection like the above has been highlighted. This is an acronym called REACT. REACT stands for Recognise, Explore, Answer, Confirm and Test.

#### Example objection: "Parents will look after the kids"

##### Recognise

"I understand, so you're saying that your parents would look after your children if you died prematurely. Yes that is indeed an option. "

##### Explore

"Tell me about your parents"

##### Answer

"Of course your parents would help out, but having just explored what that would actually mean, is it the best situation? Would it be ideal?"

##### Confirm

"So parents are an option but you'd prefer to arrange something more concrete?"

##### Test

"Well let's look at some possible solutions then shall we?"

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