

## What is a Sales Rebuttal or Objection when setting an appointment?

### Handling?

The common definition of sales rebuttal is “a counterargument to a prospect’s Objection.” Technically that is correct, but this description lacks nuance and Encourages a defensive retort (an easy way to embolden a prospect’s objection). Before we refine this definition, let’s consider your options when handling an Objection. You have three choices in most sales situations:

1. **Move on** – aka give up. Okay, not much of an option, but there are moments When that’s all you’re left to work with, e.g. “How’d you get this number? Stop Calling me!”
2. **Counter** – aka get defensive. This usually takes the form of arguing directly About an objection, placing the prospect in a position of power.
3. **Redirect** – aka take control of the conversation. This tactic lets you Prolong and steer the conversation away from the objection towards value Statements.

As you can see, choices two and three are the only professionally viable options. Option two is less optimal, as it promotes taking an argumentative stance with a Prospect, a surefire way to say goodbye to a closed sale for good. That leaves us With redirect as the ideal plan of attack when dealing with a prospect’s objection. You can now see why the common definition of sales rebuttal is inadequate in

### Describing how to handle an objection. A more effective definition of sales rebuttal

Is “a redirection of a prospect’s objection?”

For example, say a prospect says, “Sorry, no budget.”

You redirect with:

“Completely understand. I’m actually not selling at the moment, but I was wondering do use [tool or service] to [overcome challenge]?”

Or

“Completely understand. Not selling at the moment. I actually just wanted to share

An idea with you that could help [company name] gain [specific benefit of your Product/service].

Redirection can be incredibly effective because the tactic is imbued with the Challenger sales methodology, allowing a rep to politely wrestle control of the Conversation back from a prospect and drive a shaky sale to a close. Redirection is

Also a great way to dig up challenges and open up a prospect, particularly in the Early phases of a sale.

### **The Sales Rebuttal Formula**

All this thinking sets the stage for objection handling that leverages a formula, a Methodology that you can apply to most selling scenarios. The sales rebuttal Formula is:

Acknowledge &get; Redirect + Question or Redirect + Value Statement

The sales rebuttal formula comes in two flavors:

- 1. Acknowledge &get; Redirect + Question (qualifying)**
- 2. Acknowledge &get; Redirect + Value Statement**

Always begin your rebuttal with an acknowledgment. It shows that you’re listening

And allows for a polite dismissal of the objection. The “redirect” is the critical Component, the pivot point, in the sales rebuttal formula. The success of the Objection handling comes down to how you redirect, which can take one of two Forms: question or value statement.

**Assumptive sales language** assumes the customer will buy; it does not leave room for ifs or buts. Why use assumptive language? Because the seller/buyer relationship is one of push and pull, and whoever exerts the most force wins the tug-of-war. This is standard business practice and, in fact, markets could not function without it. Assumptive language places sellers in a position of leadership and authority. At the conclusion of a sale, the salesperson has made an undeniably sensible case, and any smart customer should go along.

There are ten basic sales tips as assumptive phrases that all sellers should use. These questions and statements are phrased to eliminate subjective words such as “if,” “were,” “would,” “could,” and to replace them with active words such as “when,” “where,” and “will.”

**“Let’s move forward.”**

This phrase encourages the seller and customer to work together to finish the purchasing process.

Both the phrases **“What’s the next step?”** and **“When should we start?”** assume that there must be a next step, and force the customer to make a progressive decision.

This simple question can garner valuable information about competitors that cannot be gleaned by stale quarterly statements.

The query, **“What questions do you have? 1”** compels the customer to ponder the sales pitch and consider its benefit.

An invaluable sales tip, this question makes a customer recall the initial reason why he or she chose the product.

And always remember the cardinal sales tip of closing: *He who speaks first, loses.*