

STRATEGIES FOR OBJECTION HANDLING



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3 Step Process for Objection Handling

See how to use the following 3 step process to respond to objections:

- **Relate.**
- **Reiterate.**
- **Ask a question that goes deeper.**

Objection: "I want to talk to some other agents..."

- "I completely understand wanting to interview a number of agents. Let me ask you, what is the most important thing to you in the agent you choose?"
- Take their answer, emphasize the importance of it and give an example of how you are the agent that meets their needs.
- Pull from your experiences to illustrate why you are the right agent.
- Recommend a specific reason for choosing you that will help them get closer to achieving their real estate goals.

Objection: "What is your commission?"

- "Such a great question, how familiar are you with how commissions work when selling a home?"

Objection: "I'm just in the early stages..."

- "Preparing to sell a home is a big undertaking. How familiar are you with the process of preparing and selling your home?"

Objection: "I was just curious..."

- "Awesome, what made you curious enough to submit this inquiry?"

Objection: "I have to finish some projects before I have anyone come over..."

- "Fantastic, I am glad to hear you're taking the time to prepare. Tell me more about that. What are some of these projects?"

Build Trust and Expose Their Fears

People object because of fear and feeling overwhelmed. They are scared or unsure of what the outcome will be. They may not know or understand the proper protocol that will help them achieve their desired real estate goals.

Questions to Ask to Identify Pain Points:

- “What are you most worried or nervous about as you begin this mission to purchase a new home?”
- “What is your single greatest fear about buying a home or the process?”
- “Are there any experiences you have had or that you have heard about in buying/selling a home that aren’t positive?”
- “What are they?”
- “Tell me more...”
- Take notes. Listen and probe for those pain points.
- In overcoming every objection, the map is the same. It’s just the details that differ.

Reassure and Reaffirm

Think of a visit to the doctor’s. The nurse spends time asking questions and conducting a baseline exam. When the doctor arrives, he/she reaffirms the issue and then probes some more before providing a full diagnosis, explanation, plan and followup appointment. Does this sound familiar? The answer is yes, and expert agents take note.

3-Part Framework

- Educate.
- Be the authority.
- Make a promise.

Address the client’s or prospect’s problem as being a real and solvable problem. Identify the pain points and provide a solution that begins by choosing you as the expert agent.

The “Feel, Felt, Found” Framework

This framework is used to build rapport and trust to overcome objections through empathy. This technique is most effective with the expressive and amiable personality types. Use this technique to lead into storytelling. You need to have a good story to share for the “found” piece of this framework, as you will see below.

Feel

- Buying a home and/or deciding whether or not to sell a home are typically emotional decisions, unless you’re working with an investor.
- Use words like “comfortable” to relate to clients in the decision-making process.
- Ask clients how they feel to better understand their emotions.
- Say, “Based on everything we’ve discussed it sounds like you want to buy but are unsure of something at this point. How are you feeling?”

Felt

- This is your opportunity to relate to clients/prospects on a high level because you are an expert in your field and have worked with clients in this situation before.
- You should also let them know that what they’re feeling is normal and not to let their feelings overwhelm them.
- Say, “I have worked with a number of clients who have felt the same way. They were dealing with XYZ and had to take a step back.”

Found

- This is your opportunity to provide a solution and reassure them that by working with you, everything will work out fine.
- You should tie in a story that details a successful outcome.
- Share the steps you took to help that past client achieve their real estate goals.
- Say, “What I have found is that in this situation the best solution is to go step by step and in this case, I have found that the best first step has been XYZ. Sound good?”

The Close: How to Move Past Objections

Begin the close by saying, "Now that we've addressed that your biggest fear is X, and we have a plan of X to solve/prevent this, here is our agreement."

- Remember: the first to talk loses.
- If the client/prospect comes back with a question, answer it. If the client/prospect comes back with a statement, agree, nod, understand and wait. Let them think it through.
- If the client/prospect comes back with an objection, say, "I want to apologize. I probably haven't done my job in creating comfort and confidence."
- Then review your notes for that individual person and remind yourself what their pain point is.
- Explain again how you will solve their specific problem based on the pain point and on what is most important to them.

Example

- The client fears they may not be getting a good deal. It's most important to them that they're working with an honest agent.

Solution

- Explain that you are one of the strongest negotiators and will not work alone.
- You will work with the support of your team to ensure that their best interest is always kept paramount.
- Share that transparency is key as you don't represent clients, but partner with them.