



The Baron
Group, Inc.

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Reframing – the Key to Resolving Objections

We approach objection resolution with a major assumption – **most objections are unfulfilled needs**. And therefore, to resolve objections it helps dramatically when we transform that objection into a need.

Reframing's roots are derived from the world of problem solving. Great problem solvers have the ability to transform issues or concerns with ideas into opportunities to problem solve. The creative problem solver looks at a concern like "It will take too long" and transforms it into an "invitation" like: "Let's figure out a way to get it done in less time".

Rather than look at the time constraints as a deal breaker, they attempt to find ways to resolve and address that concern. Even an issue as challenging as "is not consistent with our strategy" can be transformed into the objective of "Let's rework it so it's consistent with our strategy".

Now this is not easy. And in group problem solving meetings, turning worries or concerns into invitations is the job of the facilitator. He or she keeps a potential idea alive by challenging the group to do what it can to resolve the issue.

And that is precisely what we ask the salesperson to do in a selling situation. In our programs, we view the salesperson as the facilitator in the sales call. So he or she has the difficult assignment of taking the client's objection and transforming it to a need.

Of course, in order to reframe the objection you need more information. That's why the first two steps of objection resolution suggest that you first **acknowledge the objection** and then use your questioning skills to **encourage the client to elaborate**. As the client provides you with additional information, your challenge is to ask yourself what is the real need that is buried within that objection.

Remember, what we are doing here is transforming the **objection** into an **objective**. That's not just a cute word game. Objections express why we can't do something. Objectives are tasks or goals to address. One says "no". The other says "why not".

So, it's all about turning the objection into a need. The question is how.

From the minute the client objects and you start asking him or her to elaborate, ask yourself over and over "what is the need here"? If they are complaining about price is it a need to see the value, a need to justify the price, a need to know what they're getting for the additional cost, a need to explain it to their boss, a need to feel that they're getting a good deal or even a need to feel like they saved their company money?

It could be any of these or others. But that's what you have to explore in your mind. Remember, you can think a lot faster than the client talks, so this multi-tasking is possible. But that's what you must do in order to reframe that objection.

When you reframe the objection use an "I" message. Tell them what you heard; not what they said. The reframe changes the tone of the objection so you need to make the statement yours, not theirs.

And be sure that you can address the need. You don't want to say something like: "I guess what you need to get is a lower price" when you can't offer that as a solution.

A great exercise, whether you do it alone or with members of your team, is to identify the objections you are encountering and figure out ways to reframe them. Then explore ways to address them. But before you even think about the answers, first think about the needs. Remember, the answers are about us; the needs are about them.

Great problem solvers reframe issues; great salespeople reframe objections. Even if you're wrong and the client doesn't agree, it gives you the chance to ask a few more questions and clarify the need. Once that's done you'll have a better chance of coming up with the answer and resolving the objection.

Try using the concept in your day-to-day life. If you find yourself in traffic this weekend, ask how you can make this a good time to do something else. If your chip shot lands in the sand trap, think of it as an opportunity to practice that tough shot. If the steak is overcooked, think of it as a chance to test your assertiveness skills when you send it back.

Ok, ok, let's not get carried away. But the point is that reframing can help you be more effective in so many ways. The key is to consistently look for ways to apply this most unique skill. And like everything else, practice makes perfect. Stay with it and it will become second nature!

Very truly yours,

The Baron Group