

# **Performance Strategies, Inc.**

FOLLOW-UP PROJECT SAMPLE

**TITLE: Overcoming Objections**

**FORMAT: Project to be completed on paper after listening to an audio tape and before a group discussion led by the sales manager.**

**CLIENT: AT&T Wireless**

**PURPOSE: Help the sales professional tack and categorize objections received from actual prospects in order to systematically compile objections and attempted responses.  
This information then drives a sales manager-led discussion group in which the entire sales team identifies best practices, refines them and commits to following them.**

# PROJECT ASSIGNMENT (TAPE DS-3)

## For AT&T Wireless Direct Sales Training Program

NAME: \_\_\_\_\_

YOUR OFFICE: \_\_\_\_\_

DATE TO BE TURNED IN: \_\_\_\_\_

DATE AND TIME OF DISCUSSION SESSION: \_\_\_\_\_

### **Introduction:**

This project assignment is for audio module DS-3 titled "Objections, Why You Get Them, What To Do."

As part of this lesson we would like you to do the following:

1. Identify the four common types of objections:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

2. For the next week you are requested to summarize EVERY objection you get in the field. Then write them down for each day as listed below (use additional sheets of paper if necessary). Be prepared to discuss them with your colleagues.

Monday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tuesday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Wednesday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thursday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Friday: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Go back over EACH objection (even if you overcame the objection and made the sale anyway) in the prior step. Determine which of the four types it is. Count up the number of objections in each category and enter the totals below:
- a. Total number of Trust objections: \_\_\_\_\_
  - b. Total number of Financial objections: \_\_\_\_\_
  - c. Total number of Authority objections: \_\_\_\_\_
  - d. Total number of Application objections: \_\_\_\_\_
4. By now you should have developed a good way to deal with each of the four types of objections. Be prepared to present in the next group discussion a technique that works for you when responding to each of the four types:

Trust objection response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Financial objection response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Authority objection response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Application objection response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Below is a list of the most common objections heard in the world of cellular sales. On a scale of 1 (very easy for me to deal with) to 10 (almost impossible for me to deal with) list your own feelings about the level of difficulty each objection presents.
- a. I don't think cellular is worth the cost. \_\_\_\_\_
  - b. I don't like being tied to a term contract. \_\_\_\_\_
  - c. I can get a better deal somewhere else. \_\_\_\_\_
  - d. Your coverage is not as good as the other carrier offers. \_\_\_\_\_
  - e. Let me think it over for a while. \_\_\_\_\_
  - f. I'll wait. I'm selling my vehicle in a few months. \_\_\_\_\_
  - g. I can bring you ten more deals, so I want a really good deal now. \_\_\_\_\_
  - h. I've heard these things are dangerous to use. \_\_\_\_\_
  - i. I can't make the decision, I'm only gathering information. \_\_\_\_\_
  - j. I've heard your customer service is not too good. \_\_\_\_\_
4. In the discussion session be prepared to tell the group how you personally handle each of the ten objections listed above. If you don't ever hear any one or more of the objections then tell this to the group also.

*NOTE: Make sure this assignment is ready to turn in at your scheduled discussion session related to this tape, its message, and your assignment. Also be sure to listen to the tape at least two times.*