Objections & Negotiation

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ChurnZero Webinar
Agenda

• Common Objections
• Why Money Isn’t a Real Objection
• Preventing Objections
• Negotiation: Separate the People from the Problem
• Negotiation: Focus on Interests, not Positions
• Negotiation: Invent Options for Mutual Gain
• What if They Won’t Play Ball?
• Q&A
Common Objections

**Objections** - Reasons a customer gives you for not doing the things you recommend.

<table>
<thead>
<tr>
<th>Product &amp; Services</th>
<th>Time &amp; Priorities</th>
<th>Competition &amp; Other Options</th>
<th>Resources &amp; Budget</th>
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<tbody>
<tr>
<td>• &quot;Your solution is missing a feature we need.&quot;</td>
<td>• &quot;We don't have time to work on implementing your solution right now.</td>
<td>• &quot;Your competitor offers more of the features we need.&quot;</td>
<td>• &quot;I don't have enough team members to staff the project.&quot;</td>
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<td>• &quot;You aren’t answering our support tickets quickly enough.&quot;</td>
<td>• “Another solution needs to be prioritized over your project.”</td>
<td>• &quot;We're doing just fine with our manual process.&quot;</td>
<td>• &quot;You only offer annual billing.&quot;</td>
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<td>• &quot;The rest of our systems won't integrate with yours.&quot;</td>
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<td>• &quot;Your competitor has a cheaper solution...&quot;</td>
<td>• &quot;I don't have the budget for this...&quot;</td>
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Be Prepared

Most CS teams have **10-15 objections** they run into regularly.

1. **Write down 2-3 questions** you should ask to help you understand the objection
2. **Note 2-3 things you want to share** to make sure that the customer understands your solution and services
3. **Know 2-3 things you can offer** that might help you overcome the objection
Objection: "We don't have time to work on implementing your solution right now."

1. What other projects do you have on your plate?
   - How is this impacting your time?
   - If we could provide more assistance, how would that help?

2. We have an implementation team that can do the heavy lifting
   - We can defer some of the training requirements if that helps with your time

3. Offer to provide temporary onsite staff to assist
   - Offer to revise the project timeline with the customer
   - Offer to meet with the buyer to advocate for additional resources
Why Money Isn’t a Real Objection

If a customer brings up a budget objection, it means **they don’t see enough value in your solution.**

**Executives can always find money** for the things they think have value.

**Tactics**

- **Ask about other objections** that the customer might be masking by talking about the budget.
- **Ask great questions** to help build the cost of the problem and value of your solution in the customer’s mind.
Preventing Objections

Do Your Homework

- Know your customer’s business
- Understand current initiatives and priorities
- Learn where your contacts fit into the org chart

Set Expectations

- Start during the sales cycle
- Ask questions so you know what the expectations are
- Communicate proactively as things change

Build Value

- Regularly probe for problems and issues
- Ask Impact and Value questions to develop and understand needs
- Make sure there is a match between needs and solutions

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Negotiation: Separate the People from the Problem

Understand Perceptions
- Don’t deduce their intentions from your fears
- Discuss each other’s perceptions
- Make proposals consistent with their values

Acknowledge Emotions
- Allow the other side to let off steam
- Consider the role of identity in the discussion
- Don’t react to emotional outbursts

Prioritize Communication
- Listen actively and confirm that you understand
- Speak clearly and confirm you were understood
- Speak only for yourself, not the other party

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Negotiation: Focus on Interests, Not Positions

**Position**
*What* the customer says they want.

**Interest**
*Why* the customer wants it.

**Identify Interests**
1. Ask yourself why they might be taking a particular position
2. Ask yourself why they didn’t choose the opposite position
3. Consider that they have multiple interests
4. Consider “soft” interests like security, reputation, recognition, control
5. Make a list of the interests of both sides
Negotiation: Invent Options for Mutual Gain

**Brainstorm Ideas**
- Can be done solo or together with the other party
- If done together, use a neutral facilitator
- Expand on several of the most promising ideas

**Consider Multiple Options**
- Get an outside or expert opinion
- Think about different strengths of agreement
- Consider adjusting the scope of the solution

**Seek Mutual Gain**
- Look for shared interests on your list
- Look for different interests that compliment each other
- Ask about their priorities

**Make It Easy**
- Evaluate the options from the other party's point of view
- Give them several choices that all work for you and are likely to work for them based on their interests

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What if They Won’t Play Ball?

1. **Look behind their position.** Try to figure out their interests, principles and priorities objectively, and ask questions to understand.
2. **Don’t defend your ideas.** Instead, ask for criticism and advice from the other party on how to improve them.
3. **Reframe personal attacks.** Restate the other party’s attack as an attack on the problem, not you.
4. **Ask questions and pause.** Use silence as a way to draw out ideas from the other party.
Q&A

If you have questions, please contact Kristen@TheSuccessLeague.io

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