



## Accountability

1. Show Me, Don't Tell Me
2. Never Lower Targets
3. Push For Achievement
4. Clock In, Clock Out
5. Early Is On Time



10X

GRANT CARDONE®

# CARDONE UNIVERSITY COACHING PROGRAM

W O R K B O O K

GRANT CARDONE®

CARDONE UNIVERSITY COACHING PROGRAM

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# OBJECTION HANDLING



Identify Grant's rules to handling objections and learn how to overcome each one.



Discover the power of agreement and how it can change your client's mindset.



Understand the reasons a buyer objects and learn a step-by-step process to handle any objection.

## KEY POINTS

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- Rules To Handling Objections
- Power Of Agreement
- Steps To Handling Objections
- Objections In Each Step Of The Sales Process (Detailed)
- Complaints vs. Objections
- Why Buyers Object



# RULES TO HANDLING OBJECTIONS

- 1** Never give any objection too much power.
- 2** Never talk while the buyer objects—write down the objection. It shows you care.
- 3** Never take an objection personally.
- 4** Never handle more than one objection at a time—isolate.
- 5** Never make verbal solutions or offers—write them down and have them commit with a signature.
- 6** Never abandon negotiations because of an objection.
- 7** Never disagree with the buyer—continue to acknowledge and align.
- 8** Never confuse the person with the objection.
- 9** Never believe the objection will keep the buyer from buying.
- 10** Never let the buyer get into a “no-win” situation.
- 11** Never let the objection get you down.



**12** Never ignore an objection.

**13** Never quit communicating, no matter what.

**14** Never blame the customer or other conditions for the objection.

## Notes

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# EXERCISE

List 3 rules you will begin to implement to better yourself.

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# POWER OF AGREEMENT

The first rule of selling—no matter what product you are representing—always, always, always agree with the customer—always!

This is the single, most important, most basic and most commonly violated rule in all of selling—in fact, in all of communication. If you want agreement, you have to be agreeable. If you want an agreement with Steve, you have to be agreeable with Steve. This vital rule should not be confused with this old saying, “the customer’s always right.” This saying has been around for thousands of years and yet, customers are not always right. If you’ve ever been with one, you know this already.

The point is, right or wrong—agree. Agree as you write the deal, don’t disagree and fight the deal. Agree while you’re in the negotiations. Agreeing is necessary for you to get an agreement. You can never expect someone to agree with you if you’re disagreeing with them. It will almost never happen.

People are attracted to products, ideas and people that represent those very things that they are already in agreement with. Who did you vote for president last year, or two years ago, or four years ago? You’ve got some basic agreement with him.

Even when a buyer’s making ridiculous, crazy claims or even exaggerations—agree. “I’m with you, sir.” “I agree with you, sir.” “I understand, sir.” Just because you think what he’s saying is ridiculous, doesn’t mean he thinks it’s ridiculous. If he thinks something’s black and you think it’s white—hey, you’re both right.

If he thinks it’s black and you want to get that sale, you need to see from his viewpoint. If he thinks he should wait and think about it and you disagree, he’ll solidify. He’ll become difficult. His objection will become valid, and he will wait—



and you will never get him to the close.

First rule of selling: always, always, always agree. Look, if you simply agree with him that thinking would be a good thing and let him know that you agree that thinking is important, he'll be more attracted to you. He'll move toward you mentally—and now you have a chance to close the deal.

So, remember always, always, always agree. There's a reason Grant repeats the word 'always' three times. It's not "always agree." It's "always, always, *always* agree." Always go that extra mile.

Once you've agreed, then you can move ahead and explain that:

- Thinking will not change that this is the right product.
- They can afford it.
- That your company will be there.
- It's going to save you money right now.
- Making a decision right now will actually put him in a better position.

See? Agree first, close later. Agree with him first. This will bring him to another level of thinking. It will open him up.

No rule is violated more than the power of agreement. Agreeing is the road to more sales. You need to drill this, practice this, because man is inclined—particularly in the West—to disagree in order to satisfy his gluttonous craving to be right. In selling, you don't want to be right—you want to get something sold.

## 5 Keys To Focus On:

- 1** Always agree with the customer no matter what.
- 2** If you want agreement, you have to be agreeable.
- 3** Agree while you are in negotiations.
- 4** Agree first, close later.
- 5** In selling, you don't want to be right, you want to get something sold.

## Notes

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# EXERCISE

List 3 actions that you are going to focus on in the next 5 days to make you more agreeable.

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# STEPS TO HANDLING OBJECTIONS

**1**

Listen

**2**

Acknowledge/Align

**3**

Trial Close

**4**

Isolate/Validate and Probe (Determine Real Objection)

**5**

Hard Probe And Funnel

**6**

Handle And Close The Deal

### 1) Listen

This is your opportunity to focus and absorb everything that the customer is telling you. As a professional, you will be able to analyze what they are saying. During this time, you will be able to automatically know which direction you will be able to take in overcoming their concern. It is also a great opportunity for you to evaluate whether or not it's a valid or an invalid objection. Make sure that you write his concerns down—it shows that you are committed to solving them.

Use phrases like:

"Let me write this down."

"Please tell me."

"I got it."

"What else?"

"Tell me more."

"Thanks for sharing."

### 2) Acknowledge/Align

Now that you know his concern (objection)—this is your opportunity to acknowledge the customer and align yourself with them. This shows that you understand their concern and makes them confident that you will provide them with a solution. So far, it is not combative. You are not in negotiation mode. You are still in service mode.

Use phrases like:

"You are right."

"I agree with you."

"I can see that."

"I am in total agreement."

"I feel the same way."

"I get it."

### **3) Isolate - Eliminating The Invalid Objections**

This is the part of the process where you need to start bringing all concerns (objections) to light. You are still not in negotiating mode. You are still accumulating important information. This information you will be able to use later to close the deal.

Use phrases like:

"What are your other concerns?"

"What else bothers you?"

"Do you have any other reason for not moving forward?"

"Do you have any other concerns?"

"If I could solve that one thing, would there be anything else?"

### **Determine Types Of Objection**

Internal – You say these to yourself.

External – Customer says these to you.



Valid – This is the objection.

Open Valid – This is the objection but won't keep buyer from closing.

Invalid – Not the real objection.

Spoken – You have heard the objection. Could be valid or invalid.

Unspoken – You have not heard the actual objection.

The unspoken objection is the most dangerous objection!

### **Validate/Probe To Find "The One"**

Here is where it gets real. This is the part of the process where you need to become a little more personal, and might have to ask the hard questions that will help you find the real reason they are not buying. You still need to be professional and respectful because this is also the part where customers shut down if not handled properly. This is why building an alignment with the customer is huge!

Use phrases like:

"What's your real objection?"

"What's your real concern?"

"Is there something else?"

"When you say that, what do you mean?"

"Why do you say that?"

"Can you explain?"

Bonus Validation Question – “That wouldn’t keep you from buying this vehicle would it?”

### **4) Hard Probe And Funnel**

Determine what the concern is all about.

- 1** Price
- 2** Product
- 3** Terms
- 4** Timing
- 5** Stalls

### **5) Handle Valid Objection And Close The Deal**

We will cover this in #9 Negotiations/Close.

- 1** Rules Of Negotiation
- 2** Active Customer Involved Negotiations
- 3** How To Negotiate Customer \$ and Not Your \$
- 4** Objections

### 4 Keys To Focus On:

- 1** Always listen to the customer. Do not interrupt them. Make eye contact and nod your head in understanding.
- 2** Align yourself with the customer when acknowledging them.
- 3** Make sure that you bring all of the customer's concerns to the table by isolating them.
- 4** Ask the hard questions to validate or to find the valid objection.

### Notes

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## EXERCISE

List 3 ways you can improve your ability to handle the objections your customer gives.

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# OBJECTIONS IN EACH STEP OF THE SALES PROCESS

## Greeting Objection

Greeting objections are mostly meaningless and should only be acknowledged and agreed with. They are easy to handle, but they are also very important to handle correctly. First impressions are important at the greeting.

**1**

Body Language

**2**

Tone Of Voice

**3**

Confidence

\*Greeting objections should all be treated as invalid and deserve no merit.

## Examples

### **Objection 1:** Time

Response: "I totally understand. We can accomplish so much in a short amount of time. What would you like to accomplish during the time that you do have?"

**Objection 2:** Time/Best Price

Response: "Great! I can assist you with that. What is the best mobile number or email address for me to text/email you the information?"

(After you get the contact information)

Response: "Perfect! Now, how do you want that product equipped?"

**Objection 3:** Just Shopping

Response: "I can assist you with that. I can provide you with all the information that you will need in order to make an intelligent decision that will benefit you and your family. Now, are you looking for a sedan, truck, SUV or van?"

**Objection 4:** Looking For Someone Else

Response: "Not a problem! I can help you in gathering all the information you need for the individual that you are assisting—for them to make a smart buy. What kind of information is important to them?"

**Objection 5:** I Don't Know What I Want

Response: "If you did know, what do you think it would be?"

**Objection 6:** I Don't Know What I Want #2

Response: "I understand, what are you sure you don't want?" (If you start backwards and figure out what they don't want, you have a chance of finding what they do want).

**Objection 7:** Give Me Your Card

Response: (Give them your card) "I'll go ahead and stay close by to answer any questions you might have." or "Mind if I stay close by to answer questions?"

### **Objection 8:** How Much Money Down?

Response: "I'd like to show you your options with no money down. How would that work for you?"

## **Demonstration Objections**

Demonstration objections are important. The reason being that it has to do with the selected product that you will provide the number for. This is a good time to have a couple of alternative choices just in case. Most objections at this point of the process have to do with the product or features (either the lack of or too many), and they can be valid. Make sure you have options available to you in order to accommodate and invalidate the objection.

Therefore, you want to make sure that you fact-find with the customer in order to know what their needs and wants are. What are their hot buttons? Make sure you tailor the demonstration according to the things that are important to them. This will eliminate most product objections but not time objections.

## **Examples**

### **Objection 1:** Time

Customer: "I don't have the time," here's how you can respond.

Response: "I know how valuable your time is and I promise not to waste it. Allow me the courtesy of 5 minutes, and I'll show you something important."

At this point start focusing on their hot buttons. Speak their language.

## 4 Keys To Focus On:

- 1** Objections happen in all phases of the sales process.
- 2** Most objections are just excuses or stalls especially early in the process.
- 3** The more agreeable you become with the customer, the less excuses and stalls you will get.
- 4** Listen, acknowledge/align, validate and move on to the next step.

## Notes

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# EXERCISE

List 3 objections that you get early in the sales process.

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# COMPLAINTS VS. OBJECTIONS

Objections can happen at any part of the process. That is just reality. The rules still apply on how the objections are handled. The earlier in the process, the more invalid the objections are. You will see that most of them are just excuses, and the vast majority of them are related to time.

Two areas where you get the bulk of these objections are at the greeting and the demonstration.

The deeper you get into the process the more you will realize that it can go smoother. It all depends on how you aligned yourself with the customer by providing a service mentality with a positive mindset prior to the objection. This is key. If done correctly, the customer will have established a stronger bond of trust with you. Service is key!

Treat all objections as complaints/excuses until isolated and validated as legitimate.

Most of the time, the closer, is handling a complaint/excuse that never required more than, "I understand." "I agree with you." "I have felt the same way (just circle the option that works best for you and sign here)."

## Biggest Mistake In Handling Objections

Treating objections as objections when they are merely complaints or excuses.

### Definition

**Complaint:** An expression of discontent, regret, pain, censure, resentment, or grief; a cause of discontent, pain, grief, lamentation, etc.



**Excuse:** A reason or explanation put forward to defend or justify a fault or offense; a poor or inadequate example of.

GC states, "The first thing I do when I hear what appears to be an objection is treat it like a complaint/excuse until further validated as real. You will know it is valid soon enough because when you try to handle as only a complaint, the buyer will make it clear at that point and time that there is more to the story. Trust me, most of what you hear at the close are not objections. They are mere comments, complaints or excuses no different than someone commenting on the weather."

Once you find out what is valid, you will be able to close the deal at a higher closing rate.

### Valid Objection

The valid objection typically has tremendous energy with it. Use the valid objection as a reason to close, not a reason to delay or prevent the close.

Ex. Contract term is the valid objection.

Use the term to close. Don't set a shorter term but offer a longer term to reduce the monthly payment and invalidate or neutralize term as an objection.

Objections can happen at any part of the process. That is just reality. The rules still apply on how the objections are handled. The earlier in the process, the more invalid the objections are. You will see that most of them are just excuses. Most of them are related to time.

Two areas where you get the bulk of these objections are at the greeting and the demonstration.

The deeper you get into the process the more you will realize that it can go smoother. It all depends on how you invested your time in aligning yourself with the customer by providing a service mentality with a positive mindset prior to the objection. This is key. If done correctly the customer will have established a stronger bond of trust with you. Service is key!

#### 4 Keys To Focus On:

- 1** Treat all objections as complaints/excuses until isolated and validated as legitimate.
- 2** Once you find out what is valid, you will be able to close the deal at a higher closing rate.
- 3** The valid objection typically has tremendous energy with it.
- 4** Use the valid objection as a reason to close, not a reason to delay or prevent the close.

#### Notes

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# EXERCISE

List 3 ways or practices you can commit to better yourself in separating what is a complaint or a valid objection.

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# WHY BUYER'S OBJECT

## What Is An Objection?

- A reason or argument offered in disagreement, opposition, refusal or disapproval.
- The art of objecting, opposing or disputing.
- A ground or cause for objecting.
- A feeling of disapproval, dislike or disagreement.

## What Is A Sales Objection?

- A statement or question raised by the prospect, which can indicate an unwillingness to purchase.

## What Generates Buyer's Objections?

- Fear
- Uncertainty
- Misinformation
- Too Much Information
- Lack Of Information
- Mistakes In The Past
- Upbringing

### Buyer's Fears

- Wasting Time
- Making A Mistake
- Taken Advantage Of
- Looking Bad to Others
- Fear of Wasting Your Time
- Not Worth Your Time
- Fear of Pressure
- Fear of Being Followed Up

### 4 Keys To Focus On:

- 1** Fear, uncertainty and doubt are the main reasons why customers object.
- 2** The more agreeable you become with the customer, the more he will trust you.
- 3** Listen and focus on what is important to them.
- 4** Give them a reason to build confidence in you. Earn it.

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