



E-LESSON #22: Handling Objections

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

Objections can be intimidating, but most broadcast objections are relatively the same. The one element that the most familiar objections have in common is that, for the most part, **they are borne out of ignorance**. You simply have not yet properly educated the client about advertising and marketing. In this lesson, we'll study the most common objections and ways of handling them.

The objections we'll look at include:

- "I tried (radio or TV) once and it didn't work."
- "Word of mouth is the best kind of advertising."
- "I already have more business than I can handle."
- "You're not number one."
- "I don't like your music/program."
- "Your rates are too high."
- "I'm not doing anything right now."
- "I only use print/Yellow Pages."
- "You don't have any ratings."
- "The budget is already allocated."

The purpose of this lesson

E-LESSON #22: **HANDLING OBJECTIONS** offers you eight of the most common and familiar *objections* that your salespersons may encounter and some good ways of quickly and effectively handling these objections.

How to effectively deliver this lesson

1. Download and view the corresponding video. Remind your salespeople that objections are a good thing. Objections and opinions show interest in your proposal.
2. Distribute to each salesperson a copy of the General Agenda for E-LESSON #22: **HANDLING OBJECTIONS**.
3. Convince your sellers that **all media are good**. Remind your sellers to NEVER bad-mouth another radio station or another medium. In fact, if the client's budget allows for it, mixing media is usually a logical idea.
4. The best advertising in the world can't dress up marketing problems. Make sure that your sellers recognize:
 - a poorly conceived or overpriced product or service

- a hard-to-get product or service
 - a poorly packaged product
 - undercapitalized product/service
5. Cover the material from the General Agenda and ask each of your sellers to discuss objection experiences and how they've overcome them.
 6. Distribute the Worksheet for Salespeople for E-LESSON #22.
 7. Allow the salespeople about 10 minutes to complete the worksheet.
 8. Collect and examine all worksheets.
 9. Work with sellers in one-on-ones to make sure that they understand how to respond to some of the most common objections.
 10. If the client's budget is already allocated for this year, stress the importance of getting proposals in early enough that clients will consider your station in next year's budget.
 11. Review worksheets for progress or problems with local direct clients.
 12. Keep pushing salespeople to turn in examples of SOS proposals.

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