

WORKSHEET FOR SALESPeOPLE

E-LESSON #22

Handling Objections

Name: _____ Date: _____



- Objections are a good thing -- objections and opinions show an interest in the proposal.
- Become comfortable with handling objections and answering them effectively.

1. Number from 1 to 10 (1 being most often heard) the following most common and familiar objections that you've experienced while involved in media sales.
 - a. I tried it once and it didn't work
 - b. Word of mouth is the best kind of advertising for us.
 - c. You're not number one
 - d. I've seen your ratings and you don't have any listeners/viewers
 - e. I only use the newspaper
 - f. I already have more business than I can handle.
 - g. I'm just not ready to do anything right now
 - h. I don't like your format/programming/music
 - i. Your rates are too high
 - j. The budget is already allocated

2. Discuss objections you are hearing from two or three clients right now. Be sure to name the clients. Discuss any progress you've made over the past two weeks selling local direct long-term contracts.

