

Handling Consumer Objections at Home

Objectives

- Understand the true meaning of objections
- Learn and incorporate a questioning response to handling objections
- Practice, practice, practice

- What is an objection?
- How do you feel when you hear one?
- What are you thinking when you hear one?

What are Objections?

- A concern is not a:
 - personal rejection
 - roadblock
 - No
- A concern is a:
 - direction
 - positive response
 - request for more information

Stall vs. Objection

- An objection can be defined. You know exactly what the barrier is. Example: money, another funeral home, moving, etc.
- A stall cannot be defined. “I want to think about it” is a stall because you cannot define the barrier. You must help the family work through the stall and communicate the barrier to you.

Seek first to understand, then to be understood

- This is a major shift in presenting
- When a concern is brought up, stop explaining and try to understand what the consumer is saying
- The A.I.R.P.A. process is a great tool to assist in doing this

- **A – Acknowledge**
- **I – Isolate**
- **R – Recommit**
- **P – Problem solve**
- **A - Ask**

- A-Acknowledge

Make an agreeable statement without agreeing with a falsehood.

- I-Isolate

Investigate to isolate and identify the true concern.

- R-Recommit

State the concern back to the consumer in simple terms and get them to agree to your restatement.

- P-Problem Solve

Begin to provide a response to the concern.

- A-Ask

Ask for a next step or return to action.

We need to think about it

- Acknowledge: “I certainly understand that you would want to give this important decision some careful thought.”
- Isolate: “What is that we’ve discussed to this point that most requires additional consideration?”
 - LISTEN to their answer to your question; it will give you clues about what is really going on. Did they make a pact not to buy on the first presentation? Are they concerned about the money or unclear about their options for payment? Or are they simply trying to buy some time before committing to your solution?
- Recommit: “So, you’re concerned about moving too quickly with this important decision?” OR “So, you’re interested in working through the financial details in more depth?”
- Problem-solve: “What if we go ahead and get all of your selections on paper with the appropriate numbers attached? As we discuss these details, you can become more comfortable with your selections and your decision to commit, while asking me any other questions you might have.”
- Ask: “Can we proceed?”

What are other common objections that you hear from consumers when you're presenting?

How do you normally respond? Does that work?

What questions would you ask to isolate the true concern, based on AIRPA formula?