

# *Welcome to the Handling Phone Objections*

- Understand the true meaning of objections
- Learn and incorporate a questioning response to handling phone objections
- Share what works in the real world

What is your primary objective when setting appointments?

# 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 immediately define the barrier. You must help the family work through the stall and communicate the barrier to you.

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

What is your primary objective when setting appointments?

# A.I.R.P.A. Process

- 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.



# A.I.R.P.A. Process

- P-Problem Solve

Begin to provide a response to the concern.

- A-Ask

Ask for a next step or return to action.

# A.I.R.P.A. Response Model to “I don’t have time right now.”

- I’ve dealt with many families who feel that this will take more time than they have. Will you have more time for to meet with me next week?
- So, in other words, if we could get together for an hour in the evening, you’d like to discuss your plans?
- Would Tuesday at 6 pm or Wednesday at 6:30 pm work better for you?

What is your primary objective when setting appointments?

- Volunteers?
  - Common objection
  - What do you usually say? Why?
  - What question could you ask to uncover true concern?
  - How would this make what you do different?

- Will you respond to objections differently after today's session? If so, how?
- How can we help you practice and improve your skills?