



Objection handling

Struggling to overcome client or colleague objections?

- Overcome your doubts and develop a positive mindset.
- Apply new tools to overcome doubters and change the thinking of others.

What is objection handling?

It is successfully managing/resolving/negotiating conflict or disagreement between people.

What kind of difficult and tricky people do you have to deal with? We examine different types of attitudes and behaviours.

- What are the pitfalls and where can you get wrong-footed?
- Assessing the language people use – how to use it positively or avoid repeating it.
- Neutralising aggressive language.
- Reading body language (online and in person) – unspoken communication.

Understand the principles of discussion/negotiation and identify objectives

The key to any negotiation is to realise that all parties need to gain something of value in exchange for any concessions they make. To achieve this, you need to understand what is of value to you and what to the opposition. What is important to you may not be so to them. Ideally a negotiation should achieve a 'win-win' situation for both sides.

Objection handling is always part of any exchange but especially when it's a 'negotiation style' exchange or one where you know you will face a negative mindset or a challenge to persuade.

We examine the key principles to succeed

- Planning and Prioritising.



- Listening skills and then use questions to clarify any allegations or negative language.
- Fairness. Phrases such as "in fairness, you may have a point", "let me check that with..."
- Control. Never lose sight of the fact that you are in charge. This is your performance and you need to leave "an impact".
- Anticipating objections – any negatives.
- Don't go into difficult discussions on your own.

How to put yourself in the right mindset

Identify your objectives for each interaction.
Assess your outcome and plan to achieve it.
Do you want to:

- Raise Awareness?
- Change Perceptions?
- Change Behaviour?

Design content for your exchanges

We examine both the ingredients you need and how to plan for negatives before they hit you.

Prepare and execute the exchange

- We provide a template to help you prepare, and a plan to identify and react to negatives and other pitfalls.
- We show you how to close irrelevant lines of questioning.
- We use forthcoming interactions to design and control Q&A sessions and use them to influence your audience.

Read the room – online or in person

This is crucial to assess where people are at before you begin. You may need to adjust your plan on the spot. We give you tools to assess the body language and signals of each participant; how to read their facial expressions, body language and posture, and mental attitude. Sometimes you may need to apply tools to re-engage colleagues or clients/customers if they appear to lose interest.

Revisit difficult exchanges and learn how to change them for the future

- Assess the emotional level of engagement before you begin.
- Set out the context of what has been asked of you.

- Draw the audience out first – what do they want?, what are they expecting? Put them on the spot first, don't take the stage yourself.
- How to change the direction of travel if it's clear they are not interested.

How important is it to execute a powerful executive presence?

We examine and help you adjust your posture, develop a voice of authority, reviewing tone, pitch, intonation, and pace. How and where should you inject pauses and then speak with calm authority. How can you achieve 'control and command' of an interaction without coming across nervously, arrogantly, or defensively.

Tools to turn negativity on its head

Disarming arrogant or negative behaviour and forcing people to engage. We apply the following tools:

- Validation (People have a right to be heard).
- Summarise and introduce new ideas and language to disarm negative attitudes.
- Rational Drowning: Fear versus Hope.
- Reframing: How do you reframe?
- Challenging accusations or negative emotional statements.
- Summarising with an unbiased neutral resolution whilst remaining in charge – how to stamp your authority on the session and leave the audience with a positive feeling that they have gained something new. Then you have changed their thinking and opened up a new route to build a relationship!

Applying phrases that keep control

- Acknowledgements
- Launch phrases
- Sidestepping
- Blocking and then bridging
- Closing phrases



Our Objectives

With 40 years of cross examining and broadcast interviewing the most difficult people, let us help you change others' mindsets, neutralise their aggression or objections by using new tools, securing respect and changing their minds.

Our individual coaching helps you:

- Reassess the environment and read the language and behaviours of those you are facing.
- Learn how to bridge and retain control of a discussion whilst still making the other person feel heard.
- Apply tools to redesign the other person's thinking and change their perspective.
- Turn negative questions into positive answers and leave the audience with a new attitude/way of thinking.

