



Lenders Insurance Solutions Group LLC

## “The Reality of Objections, *conclusion*”

If you have been following this four part series, you will have learned an Objection Handling Process that will build **VALUE** when objections occur. This month is the conclusion of this four part series. Remember, this process is to eliminate objections by uncovering the true objection and allow you to build product value. Before your customer will agree to invest in Payment Protection, they have to see **VALUE** that is important to them.

So, one last time, to recap; here are the 5 Objection handling steps:

### How to Build Value When Objections Occur

1. Wait (covered in January's newsletter)
2. Disarm (covered in January's newsletter)
3. Reframe (covered in February's newsletter)
4. Inform (covered in February's newsletter)
5. Finalize & Assume

This month, we will continue with examples for the 5<sup>th</sup> and final step:

5. **Finalize & Assume:** The most important step is asking your customer to buy. Disarming the objection and informing the customer of Payment Protection benefits, without asking them to buy, is just a “verbal infomercial”. Many sales opportunities are missed simply because we don't ask them to buy. Also, having followed the first 4 steps, you should assume you've created a greater need for Payment Protection and your customer may now want to purchase. An excellent assumptive approach may be; *“Now you can see why so many of our customers take advantage of this solution. Let's get you started with the protection on this loan.”*

Well, there you have it! During the last 4 months we have provided you with information and tools that will enhance your sales skills and improve your opportunity to appropriately build Payment Protection value. Hopefully, you will begin using this simple 5 Step Process to address your customers' objections. Selling is not “forcing” someone to take Payment Protection because it's the “right thing to do” for themselves or their family. Guilt will never help a customer understand value; however, explaining benefits will ultimately help them to identify with value which increases the opportunity for them to invest. Practice makes perfect.

Next month (April edition) we will provide you with Disarm (Step 2) and Inform (Step 4) phrases that will help you build value and stimulate the need for Payment Protection.

Each time you follow the 5 Step Process, you improve your skills. Your customers may not buy every time you use the process; however, you can rest assured that you have provided them with the knowledge and facts to make a sound financial decision. Good Luck!