

9. PROPER MANAGEMENT OF OBJECTIONS

9.1 Conditional agreement: Negotiation Strategies for Overcoming Objections

Sometimes when negotiating, there are objections. But an objection isn't necessarily a bad thing. It often means your prospect is interested in your offer. There are negotiation strategies for overcoming objections. And in addition to solving these problems objections can be avoided in the first place. But as you develop more as a salesperson you come to incorporate them and make effective negotiations.

Get to it first

You should adapt your presentation to accommodate answers to those objections. Thus you'd be solving the problem within your presentation. If possible don't give people an opportunity to shoot holes in your presentation with objections. Repeat possible objections a few times and the solution to solving the problem the objection would arise from. And by doing this you are reaffirming value. If you are negotiating with someone who is a representative, then it is good idea to prepare a list of solutions and answers to questions and objections the final decision maker might have.

Listening is Key

Sometimes we may become reluctant to listen because of the pride we have. And we are quick to respond to objections. Silence is golden, resist the urge to respond and listen. Sometimes a comment can be misunderstood as an objection. People will see your silence and know you are thinking about their comment, give them time to talk and think through their own comment. Often times they will answer their own questions.

Say "thanks"

Thank the person for comments they make. When they make an objection they are actually sharing their point of view. The worst thing you can do to anyone is reject or negate their point of view. You are not trying to win an argument.

Connect and Empathize

A person will appreciate a caring individual who tries to understand and relate to them. Empathize with people, but be careful when doing this since most people can

tell when someone is not sincere. A simple way to demonstrate this is by using the “feel, felt, found technique”.

For example; “I understand how you feel”, “others have felt the same way” “until they found ‘this’ to be relevant for their problem”. When using this negotiation tactic be careful, because some people are aware of it and will know what you are doing right away. So once again I emphasize the importance of being sincere.

Dealing with objections can be difficult. And often times uncomfortable. No one wants to deal with them and as people it is unrealistic not to expect them. When dealing with objections keep in mind that an objection isn’t a ‘no’. It is a disagreement, or misunderstanding about a certain aspect of you are presenting. As a person, you should address the objection directly and attempt to find a solution that you and them can be happy with. Incorporate these negotiation techniques as a part of your negotiation strategies.

9.2 The Art of Influence and Persuasion

The topics of leadership, influence, persuasion, are vast and they have been the inspiration of many books, audio programs, and seminars throughout the years. One of the earliest masterpieces in this area is a book by Dale Carnegie. Yes, you know the one, “How to Win Friends and Influence people.” Although his book was written in 1936, 75 years ago, his book still has tremendous relevance in the world today. What does this tell you? Well it’s quite simple. It tells you that the ideas and strategies which are taught throughout the ages Work! The basic principles of success, leadership, influence are pretty much the same today as they were when Dale Carnegie wrote his book in the 1930’s. And they will be the same in another 75 years from now. I’m not saying that we can’t continue to learn and improve on these basic principles which of course we do. I’m only stating that we must acknowledge these basic principles and embrace them before we can build and shape them for our own success.

I want to start by explaining that there is a very big difference between the art of influence and persuasion and the art of Manipulation. “Manipulation is inwardly focused on the outcome for the person doing the manipulation. Persuasion is externally focused on developing a win-win outcome where every one’s needs are met.” – Dave Lakhani

As leaders we want to be masters of persuasion not Manipulation!

In order for you to master the art of persuasion you first need to know the rules. As I stated above, one could write a book about the art of persuasion, (in fact several have,) so to condense it into a short article is always tricky. That said I just want to go over a few of the rules which you must follow if you wish to persuade and influence others in a positive way for both parties involved.

Rule #1: Prepare and Plan

“The mark of the serious person, or the real professional, in any field is that he takes far more time to prepare than the average. Great successes are often determined by attention to the smallest details. One fact, one inaccuracy, can make all the difference. And everything counts.” – Brian Tracy

When you take the time to prepare and plan you will be more fluid in your thoughts and speech when explaining to others why one path is better than another. You will be in better control over the listener, and most importantly you will know precisely when to stop pushing!

Rule #2: Listen and Watch

“Want to be a strong persuader? Think Big Ears ... Big Eyes ... Small mouth” – Jim Randel. I don't think that I need to go into too much detail here, Jim's statement above pretty much says it all doesn't it? Most of you reading this article know all about the 80/20 (Listen 80 percent of the time, speak only 20 percent of the time.) I just wanted to mention the importance of paying attention to people's body language as well.

Rule #3: Create a sense of reciprocity.

Another quote, have you heard this one? “Do unto others as you would have them do unto you.”

People don't like to feel indebted. When you do something nice for someone else, they feel obligated to do something nice back for you. That's not so say that you should just go around and do everyone favours for the sole purpose of having them

give something back to you. You must act with genuine sincerity which will build a relationship of mutual trust and respect between both parties.

Rule #4: Decisions are all about emotions.

If you get anything out of this article make sure that this is it! I believe the source of these next few lines are from the Network Marketing master himself, Mike Dillard.

Every single action and decision in your life is based on attaining pleasure or avoiding pain! AND The desire to avoid pain is far greater than the desire to attain pleasure. This is why most people give into their fears and never do what it takes to make it big. The perceived pain of leaving their comfort zone is greater than the pleasure of being wealthy.

Where would your business be if you didn't run by emotion? If a no meant no different than a yes ... You'd probably be a millionaire wouldn't you, because you would just keep on going until you had all the yeses that you would ever need!

Rule #5: Persuasiveness is about integrity.

Integrity and Honesty is Always the best policy Remember these three points.

Deceit is transparent.

It takes more energy to lie than to tell the truth.

Karma: Whether you believe in it or not, you cheat people, bad things will happen to you. As I said from the beginning persuading and influencing other is a vast topic and I have not even scratched the surface on the lessons which are to be learned and mastered on your journey towards success.

9.3 Ethics and negotiation:

Values and Ethics play a major role in today's market or business arena. The assumptions which were known commonly mostly shows the negative negotiation which were mostly carried out by the salesperson, lawyers, insurance officers to influence the decision of the customers by negotiating with misinterpretations of facts. Negotiation comprises of many things: but the underlying principle is to

influence the decision of others or to convince others so that there will be a change of decision after knowing the reality or truth.

Unethical Behaviors V/s Ethics in negotiation

Before coming to the ethics let's have a look at the unethical behavior that exists in modern negotiations at times. First is lying. It is not the only method of unethical behavior; people also follow many other methods of negotiation to those who were psychologically weak, have less knowledge of the rights and what all laws are available for them, who were unaware of their potential power of negotiation.

Negotiation is neither a war nor a sport.

Modern day negotiators who do negotiations with any party also maintain some ethics to reach any conclusion.

Principles of Ethics in negotiation

The ethics of negotiation is based upon many principles.

- a) Those that are reluctant to make any negotiation they will make partners on which they can't depend upon. So it is always better to have negotiation with truth and honesty which make sense.
- b) Negotiations should base upon the fact that the negotiations should be carried out to reach out a positive conclusion.
- c) Transparency should be maintained in the negotiation.
- d) The opposite parties have feelings as they may be from different culture and different religion, so negotiation should not hurt their sentiments as well.

So the rule which holds good in ethical negotiation is you should treat the opposite party with the same behavior which you expect to get from others, as it will lead to a fruitful negotiation.

Some Good Ethics In Negotiation

There are many good ethical practices which should be there for having a fruitful negotiation. They are honesty, transparency and also the respect for others. A negotiator way of negotiation is always like a restaurant if the customer doesn't get satisfied with the meal they are never going to return.