



HOW TO OVERCOME THE STUDENT 'S OBJECTIONS



To approach the closing of the sale more quickly and to ensure that the purchase decision is made, it is essential to overcome any obstacle and objection. Managers very often make the mistake of "being in a hurry" and managing objections when the student does not pay the right attention, thus failing to hit the point. Resolving objections is a process that requires careful and active listening as well as concrete answers to the students' doubts and problems. It is essential to understand that pupils' objections are not always

rational. Objections are often totally emotional in nature. To build profitable and lasting relationships and ensure a repetitive and lasting business, managers must be able to respond to students'

emotional needs and remove any obstacles to purchasing.



STEPS

1 LISTEN CAREFULLY

Listening to the objections of our students can be truly challenging. In fact, most managers find themselves having to hear and resolve the same objections at every appointment. Very often managers already know what the student is about to say and already have the

answer ready. However, due to their familiarity with the most common objections, they tend to get distracted, listen halfway, jumping too often to the conclusion and responding irrelevantly. On the contrary, to overcome

objections it is necessary to slow down the sales process, listen actively and put yourself in the student's shoes to grasp his point of view.

2 ASK TO UNDERSTAND

The student's objection can be accepted from four different points of view:

- What it says
- What we really feel
- How we interpret his words (internal dialogue)
- What the student really means

Before answering the concerns and resolving the student's objection, it is essential that the manager has a clear understanding of all the doubts and problems raised. Stick to the facts and do not try to interpret the objection because an incorrect interpretation can lead you astray and determine an irrelevant answer.

3 RICALCO E GUIDA

The tracing shows that we listened to our potential student, we took

his objection and we recognized its importance. When the student expresses an objection, the manager should use the tracing to mitigate it. It is not a way to express agreement or disagreement nor a response to the objection.

Tracing Examples:

Objection: Its price is considerably higher than I expected. Tracing: I appreciate your attention to the economic aspect of this investment
However ... Guide

Objection: I am satisfied with my current school. Tracing: I am sure that your current school is satisfactory BUTGuide

Objection: I would not like to invest so much for a hobby. Tracing: Certainly even if you understand that at DAf you don't just learn to dance (guide) you will have emotional experiences that go beyond the cost

Objection: I don't think we are ready to face a decision right now. Tracing: I know he will be able to make the right decision at the right time, (Guide) try a week with us and he will realize the value

4 RISPONDERE

- . The answer includes a very large number of factors, including your relationship with the student, the interests of each and the prospect of purchasing. However, the best way to respond and overcome an objection remains to provide concrete evidence: evidence defeats doubts. You can defeat doubts, preparing to respond with:

. Demonstrations

. Examples

. Facts

-Test

-Similarities

-Testimonials

- Statistics

5 VERIFICA

We can also think we have done an excellent job of solving the pupil's objections. In fact, the most important thing is the perception of the pupil himself. Before to proceed, take a moment to evaluate whether the student is ready or not to move on to the next phase of the negotiation and to make a commitment.

Examples:

Did this reassure you about the cost prospects?

What do you think?

Does this speech clarify your concerns?