

# Objection Free Selling Company Rollout Plan

The purpose of this plan is to minimize risk and maximizing every possible benefit by ensuring the skills and strategies taught in “Objection Free Selling” fit and work effectively for the companies implementing the process.

1. Conduct a “Beta Test” with a small team of sales managers with in-the-field experience using known objections from known competitors and put them through the process.
  - a. Conduct a brief competitor analysis to get the information to neutralize the objections and to identify the Unique Selling Points used in all three objection handling processes.
  - b. Take each objection, look them up to identify the missing Buyer Belief
  - c. Develop the strategies to prevent, preempt, and respond to them following the guides in the book.
  - d. Test the logic and test the strategies with salespeople and customers. Do the strategies make sense? Do they work? If yes, then proceed to the pilot study.
2. Select a pilot team to attend a facilitated session.
  - a. Stratified random sample (across teams and performance levels).
  - b. Include managers, trainers, product managers, and sales coaches in the mix.
3. Assign reading pages 1-79 as pre-work
  - a. Option: Recommend they do one Competitor Analysis
  - b. Option: Recommend they develop strategies to prevent, preempt, and respond to three objections using the guides in the book.
  - c. Bring results to the class.
4. Managers, trainers, and sales coaches, in addition to the book, will receive the Facilitators Guide.
  - a. They should do the pre-work (and optional pre-work) as a regular participant.
  - b. They should review the Facilitators Guide.
5. The sponsoring executive should arrange to have the results from the session recorded and distributed including lists of objections along with the strategies and tactics this group developed, competitor analysis, FABs, step-based plans and other relevant data. Assemble these results in binders and send a hard copy and electronic copy to the participants within a week.
  - a. For this process to work long-term, the sponsoring executive must cause a permanent system of routinely gathering, updating, and distributing this information in the printed and electronic form.

- b. This information is deemed confidential and a trade secret so all participants and those who have access to the information should be formally advised that it is company property and must be protected and returned upon separation.
6. Measure results. Start by identifying sales that were lost due to objections from select competitors' products/services pre-training and compare with the results post-training. Take measurements monthly. The questions to answer:
  - a. "Are the objections identified continuing to stop sales?"
  - b. "What new objections need to be dealt with?"
  - c. "What increases in sales are we seeing?"
  - d. "What increases in profits are we seeing?"
7. Conduct the "Flash Card Learning Contest." With confidence in the process, the quickest way to roll out the process is with the contest at a local, regional, or national sales meeting.
  - a. See contest rules and instructions
  - b. Continue with step 9 below.
8. If the contest is not going to be used, then you can continue the rollout by selecting a second team that is similar to the first group or consists primarily of managers and trainers.
  - a. A trainer and/or a manager from the first group should facilitate this second session. The objective is to get as many managers well-versed in the process and results to be able to continue on with new people who join their team.
  - b. Managers, trainers, coaches taking this training should get copies of the facilitator's guide to learn how to facilitate and coach the learning activities.
  - c. All results are to be sent to the sponsoring manager for compilation and distribution.
9. New products and services should be put through this process to include elevator speeches, competitor analysis, Research Questions, USP FABs and so on.
10. Build this process into the corporate culture so that everyone knows that when an objection comes up, it is to be dealt with as prescribed with the results being sent to the sponsoring manager or depot for compilation and distribution.
  - a. Set a central location for these archives so that they can be accessed for ideas as a routine part of the objection handling process.
  - b. Managers can then always ask the question, have you checked the archives for answers? If so, then engage the necessary resources for objection resolution.

For questions and comments: [info@saleshelp.com](mailto:info@saleshelp.com) 1-281-367-5599

[www.SalesTrainingInternational.com](http://www.SalesTrainingInternational.com)

[www.ObjectionFreeSelling.com](http://www.ObjectionFreeSelling.com)