

100E/of Value

100 = Welcome completely

STANDARD: “I’m so pleased you’ve mentioned that...”
“That’s a really good point...”

EMERGENCY: “Thank you for being so honest”

E = Empathy

“If I were in your shoes I’d probably be thinking the same thing”

Of Value = (Left/Right Brain)

“If I could (*Benefit*) would that be of value?”

100E/ of Value

When we first encounter an objection, our instinctive reaction is to defend our position and, as you know, the first form of defence is attack.

When we welcome an objection, we tend to disorientate the customer's expectation, and shift their state to a more positive one also.

That is the 100 element of 100E/of value. 100% welcoming the objection, with phrases such as:

“That’s a really good point”

“I’m so pleased you mentioned that” or if they’re really objecting “Thank you for being so honest”.

Offering the customer empathy for their situation is also integral to overcoming an objection.

People have their own phrases for expressing empathy; “If I was you I’d probably feel the same way” is a solid generic one. Be sure that you are offering empathy, rather than sympathy, as this starts to imply you are accepting some liability for their situation.

Once you have welcomed the objection and offered empathy, most customers will be in a better state of mind to talk calmly with you towards a solution.

In offering a solution, remember to focus on what you can do, rather than what you can't. Using the phrase “If I can ... (deliver a benefit), would that be of value?” will almost always provoke a positive response, as the ‘value’ word forces an individual into their left, logical side of their brain.