

## **100e of Value Instructions**

There is an objection handling idea called 100 E of value – and it's guaranteed to work every time IF learnt, practised and implemented!

Used by many customer service centres around the world, this is a simple but very effective objection handling technique, guaranteed to work if you learn it, practise it and use it!

100
E
of value

When confronted with an objection, our natural instinct is to argue or justify the opposite view. When we take such a position with a client we simply make matters worse; their 'defences' go up and we then stand little chance of succeeding.

The 100 stands for '100% welcome'. By accepting the objection in an open way we immediately start to disarm the client's negative thought. Use words like 'I'm so glad you mentioned that' or, if the objection is of a more personal nature, 'Thank you for being so honest'.

E stands for empathy. Having got the client wondering what we are going to say next, we then need to make them feel we understand the issue and actually feel the same way. So 'If I were you, I would be thinking exactly the same thing...' Next, finish the technique with a question but end with the words 'of value' – and always start the question with 'And', not 'But' because the latter is a confrontational and negative word. In the three examples below you will see how, by asking a logical question, it is impossible for the client to say 'No'. If we end with the words 'of value to you' it becomes a question about the client personally, which means it has an emotional, rather than logical, basis and so might result in a 'No'.

So, as the attached list shows you five objections set out in a simple but effective way. For any other objections simply think of different 'of value' responses – and then learn, use and keep practising. You will never have a problem with objections again!

# 100 E of Value

Mehdi's top five objections

1. 'I have no money'

I'm so glad you mentioned that... If I were you I'd be thinking exactly the same thing – And (not but) if I could show you how I work with my clients to actually save them money in other area, is that something that would be of value? As this is a logical end to the question, it forces the person to say 'yes'. (Ending with the words 'of value to you' is emotional – and therefore it is possible that you will get a 'No')

2. 'I want to think about it...'

I'm so glad you mentioned that... If I were you I'd be thinking the same thing... And if I was able to show how my new client's benefit from free cover whilst they think about it - is that something that would be of value?

3. 'I want to compare premiums with another company'

I'm so glad you mentioned that... If I were like you I'd be thinking exactly the same thing... And if I could show how I provide an analysis service for my clients whilst they enjoy some free cover is that that something that would be of value?

4. 'I have heard that your ABC Insurance company is not very good'

Thank you for being honest '... If I were you I would want to be sure I was dealing with a reputable and strong company... And if I could show you how ANC Insurance Company actually offers greater value through an X% greater claims payment record is that something of value?

5. 'I don't believe I need insurance'

I'm so glad you mentioned that ... If I was you I would probably wonder why, as a single person with no dependents, I would need insurance... And if I could show you how all my single clients benefit from an X% discount on the cover they have is that something that would be of value?

TIP : Change the words to suit you but think about each objection you might face; apply the same process; learn it and put it into practice

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