

Your Honor, I Object! by Kerry Mulcrone

You now have the opportunity to work with the most visitors you have seen in a long time. The Parade of Homes brought forth people, many not sure where they were in their buying cycle, but none the less they visited. They threw as many objections at you as they could think of...merely to gain more information, see what was out there, and to put you at bay! So do you have more and more days where your Model Home feels like a Court Room? Are you prepared every day for the “Objections” that will surely come your way with each and every customer? What you do now is where it all starts...every good salesperson begins after their first NO.

We as sales agents are currently finding ourselves in the “elimination” game rather than the “selection” game, which brings with it a new buying culture with a new set of rules. The customers will make their decisions on who to work with based on elimination rather than selection, and the decision they make is largely based on their experiences with you, the sales agent, in your Model Home/Model Courtroom. This new set of rules includes many more “Objections”.

We are faced on a daily basis of sustaining, over-ruling and addressing a whole new set of objections. If we are GOOD at what we do, we diligently and eloquently handle the objections as they arise. But if we want to be GREAT at what we do, we will address these objections before they are voiced, by anticipating the most common objections and putting the answers into our presentations. This allows us to handle them as professionals and not react to them as defensive salespeople. Don't we all agree it is much easier to be in the proactive (offensive) sales mode, rather than the reactive (defensive) mode, which forces us to continually field commonly asked questions that we have been asked many times before?



Sales objections are as much a part of the sales process as is closing the sale. They come with the sales territory and should not be viewed as negative signs. The objection (question) is the customer's way to get answers, clarification, and maintain a sense of control in an unfamiliar situation. But, as important as the information they are seeking from you is for them, these objections give you the opportunity to read between the lines and learn about them. Use this as an opportunity to ask them

meaningful questions that will help you understand their situation and their needs. After all, their unique story is what is prompting their “objections”, though it may not have been shared with you openly.

Let's look at how we can help ourselves and our customers through these probing, questioning stages which will simply allow each of us the opportunity to better get to

know each other, and to find out what exactly they are looking to purchase and what we can offer them.

When someone is objecting, it tells us they are emotionally involved somehow, and that is a good thing! This customer has a real interest. Maybe they like us... maybe they like what they see...or maybe they like what they are hearing...and need to slow things down. These are all good things! The need to slow things down may very well be why they object, which is exactly what happens in court! An Attorney objects to allow themselves more time to get their arms around the situation and facts. The end result is exactly what we need; more time to gather ourselves and our responses so that we may best serve all parties. We need to find out if there is any “pain” to the objection, because if not, it most likely will not stand in the way of the sale. Find out how the question affects someone emotionally and you will be able to weigh the merit of it. No pain means not much emotion attached to it, so it is more easily clarified and answered.

How do we delay these questions/objections? By having “Sound Bites” that we automatically answer in response to them! Such as: Would it be all right if I answered that when Would it be Ok if I answered that after.....Would it be Ok if I answered that before we..... Remember it would always be best if some of these questions are in your presentation as illustrations and statements so that they do not even have to ask them. Expect the objections and pre-empt them. Soon the customer will disarm their court room antics and let you HELP them!

Here are some Model Court Room behaviors that will help you sustain, over-rule and handle objections:

- 1.) Be prepared. See objections as problems in need of a creative solution. Call on your past experience; what has worked in the past for you, jot it down, remember it and use it again.
- 2.) Use your Sales Process to delay objections so that you can first show the value of yourself, your home, the neighborhoods and the builder from your discovery.
- 3.) Use the Power of the Pause to collect your thoughts and (lower your blood pressure) and ensure that you heard them correctly.
- 4.) Acknowledge (after hearing and pausing) to confirm your understanding. This allows you to empathize and formulate your response to best show your knowledge and understanding.
- 5.) Isolate. Keep the objection simple and not part of the positive points in your presentation. Each one is only a small factor of the big picture, keep them that way.

Although there many very systematic ways to approach handling objections, this gives us a little twist on them and how they affect us, and how we can adjust to them as they come

flying into our Model Court Rooms! Remember, most of them are not probable, possible or certain, and we need to handle them accordingly.

Good Luck and Ladies and Gentlemen of the Court, We are Adjourned.



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