

# **How to Turn Objections into Insertion Orders**

**Game changing ad sales strategies**



**Webinar Workbook**

**Peter E. Ebner**



# How to Turn Objections into Insertion Orders

*Field-tested strategies overcome the prospect's resistance*

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### **About Peter**

As author of the industry best seller **Grow Rich Selling Magazine Ads**, Peter presents over 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly and thousands read his sales management newsletter. But what makes his webinars so effective is his extensive hands-on experience. His webinars not only reflect his personal experience, selling advertising for over 15 years but also the experience of the thousands of successful account executives he has trained.



# How to Turn Objections into Insertion Orders

Field-tested strategies overcome the prospect's resistance



**How many sales are you losing each and every month when your prospects say,**

*I'm not interested*

*We don't do magazine advertising*

*Send me a media kit first*

*Your CPM is too high*

*We've decided to hold off until the next season*

*I need to talk to my partner first*

*Let me think it over and I'll get back to you or*

*We're not going to renew because we didn't get any response*

**Objections should not be costing you sales.**

**For every objection you hear there are field-test strategies that overcome the prospect's resistance.**



**Objections are part of the selling process – learn to expect them**

Irrespective of how great your presentation and regardless of how much the prospect wants to place an ad in your magazine, 8 out of 10 times the prospect will raise an objection.

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## An objection is not a rejection

Don't view an objection as a rejection, instead look forward to hearing an objection because

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## Objections stem from \_\_\_\_\_

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### Exercise

For the next 5 days, keep track of every objection that you hear.

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## Dealing with magazine weaknesses

Every magazine has a weakness. Don't try to hide your magazine's weaknesses. Instead you must

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By changing your prospect's \_\_\_\_\_ you can change a weakness into a benefit.

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### Exercise

Make a list of your magazine's most obvious weaknesses and \_\_\_\_\_

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## 5 Handling Objections Rules



### Rule #1 Pre-plan and practice

Account executives that use carefully preplanned responses, close on average 4 times as many sales as those the use spontaneous rebuttals.



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**The Handling Objections Tipping Point is** \_\_\_\_\_  
To successfully handle objections, you must lean the response to \_\_\_\_\_ objections.



**Rule #2 Always \_\_\_\_\_ with the prospect before handling an objection**

When your prospect objects the prospect is on the defensive. You can bring down the prospect's guard by \_\_\_\_\_.

**"I can run an ad with your competitor for less"**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Rule #3 After handling and objection you must never \_\_\_\_\_**

After responding to the objection you should immediately \_\_\_\_\_ or \_\_\_\_\_.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Rule #4 Whenever possible, test the objection to see if it is true**

There are 2 types of objections; True and False objections. A True objection is a real concern. A False objection is statement whose sole purpose is to stall the sales process.

**3 ways to tell if your prospect's objection is True or False.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. Use the SIFTER CLOSE.

The Sifter Close tells you if the objection is true and can turn an objection into a sale. To use the Sifter Close you need to memorize the following 3 phrases.

- \_\_\_\_\_
- \_\_\_\_\_
- *if I could*

How would you use the Sifter Close to tell if the following objections are True or False?

**"I need to talk to my partner first"**

\_\_\_\_\_  
\_\_\_\_\_



# How to Turn Objections into Insertion Orders

*Field-tested strategies overcome the prospect's resistance*

“We don’t have the budget”

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“This campaign is \$500 too expensive”

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If the objection is False, what would you say to uncover the prospect’s real objection or concern?

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## **Rule #5 Keep the response to the objection short**

Long, drawn out responses legitimize and magnify the objection. Your prospect starts to think “If it takes that long to explain, it must be important.” Short answers tell the prospect that this is only a minor point that doesn’t warrant much attention. So keep your response brief.



## **Buying time to think**

Irrespective of how proficient you are at handling objections there will come a time when you hear an objection and you cannot think of the response.

### **3 ways to avoid answering an objection**

#### **The Sidestep Technique**

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## The Repeat Technique

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## The Quite Technique

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## Handling Prospecting Objections



### Send me a media kit first

Prospects have learned that the easiest way to get rid of a salesperson is to say “Send me a media kit first”. When the prospect receives your media kit, the prospect now believes that he has all the information he needs to make an informed buying decision, so there’s no need to talk to you. **So even if the prospect requests a media kit, do your best to avoid sending it.**

### Prevention is the best medicine

The vast majority of objections are created by poor presentation skills, so by changing your presentation many common objections can be avoided.

### 1. Stop selling advertising

Your prospects are not interested in your magazine nor are they interested in advertising, they’re interested in \_\_\_\_\_

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## 2. Ask for \_\_\_\_\_

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## 3. Don't tell reception what you are selling

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## 3 responses that turn "Send me a media kit" into an appointment

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*Mr. Prospect, that's exactly what I would like to do. In fact, the content of the media kit, when stacked, is about 6ft high, it weighs about 180lb and it is totally interactive. I'm only asking for 5 minutes of your time. I can be at your office tomorrow morning at 9 or do you prefer 10?*

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## I'm not interested

### Prevention is the best medicine

1. \_\_\_\_\_  
Why must you never mention the words magazine or advertising?

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# How to Turn Objections into Insertion Orders

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## 2. Stop selling \_\_\_\_\_

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## 3. Always mention the \_\_\_\_\_ first

The prospect usually decides within the first 6 seconds, whether or not to meet with you, so don't waste these precious seconds telling the prospect that you represent a magazine. Instead, use this time to \_\_\_\_\_

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## 3 responses that turn "I'm not interested" into an appointment

*Mr. Prospect I understand, because many of my clients felt the same way \_\_\_\_\_*

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*Mr. Prospect I wouldn't expect you to be interested \_\_\_\_\_*

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## I'm happy with my existing campaign

15-20% of the prospects you talk to are truly happy with their marketing campaign. This group is not going to change campaigns. 60% are satisfied and 15-20% are total dissatisfied. When prospecting for new business, 75-80% of the prospects can be sold.



# How to Turn Objections into Insertion Orders

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## Prevention is the best medicine

1. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## 3 responses that turn "I'm happy with my campaign" into an appointment

Mr. Prospect I would never ask you to switch campaigns. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mr. Prospect I understand, because that's exactly what most of my clients said before \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mr. Prospect I understand, but the real question is \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## I'm too busy

## Prevention is the best medicine

1. \_\_\_\_\_

Everyone is too busy to meet with a salesperson but they want to meet with \_\_\_\_\_

\_\_\_\_\_



# How to Turn Objections into Insertion Orders

*Field-tested strategies overcome the prospect's resistance*

2. \_\_\_\_\_

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## **3 responses that turn “I’m too busy” into an appointment**

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*Mr. Prospect I understand and I certainly wouldn't waste your time nor mine if I didn't* \_\_\_\_\_

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What should you say if the prospect refuses to see to see you?

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# How to Turn Objections into Insertion Orders

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## Handling Price Objections



### This is too expensive

#### Prevention is the best medicine

##### 1. Establish a budget

You can't recommend a campaign unless you know what the prospect can afford.

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##### 2. Focus on CPP \_\_\_\_\_

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##### 3. Never \_\_\_\_\_ after mentioning the price

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### 3 responses that turn "This is too expensive" into a sale

How can you test this objection to see if it is True or False?

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# How to Turn Objections into Insertion Orders

Field-tested strategies overcome the prospect's resistance

Mr. Prospect I understand because that's what many of my clients said \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**This is \$500 too expensive**

**Prevention is the best medicine**

**1.** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2.** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3. Never mention the price until after** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Responses that turn "This is \$500 too expensive" into a sale

How can you test this objection to see if it is True or False?

\_\_\_\_\_

\_\_\_\_\_



# How to Turn Objections into Insertion Orders

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If price is not the real objection, what would you say to uncover the prospect's real concern?

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## The Price Difference Close

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## I want a discount

### 4 rules for handling a discount request

1. \_\_\_\_\_

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2. Never give a discount until the better end

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3. Never offer a discount until \_\_\_\_\_

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4. Always get a commitment before offering a discount

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## 4 responses that turn "I want a discount" into a sale

Mr. Prospect, the only companies that offer discounts are those that \_\_\_\_\_

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Mr. Prospect I don't believe in discounts because \_\_\_\_\_

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Mr. Prospect, I'm glad you asked \_\_\_\_\_

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Mr. Prospect, I can't offer you a discount but I might be able to \_\_\_\_\_

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## We don't have the budget

### Prevention is the best medicine

This objection is totally avoidable by following this simple rule. Always ask probing questions that reveal the prospect's budget before recommending a campaign.

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# How to Turn Objections into Insertion Orders

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**Before handling a budget objection there are 2 questions you need to ask**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **3 responses that turn “We don’t have the budget” into a sale**

How can you test this objection to see if it is True or False?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Mr. Prospect I understand, because a client of mine faced a similar situation and an interesting solution* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Mr. Prospect, even though you don't have the budget* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## **This costs more than I thought**

This is not an objection; it's a statement so don't try to overcome it.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





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## Handling the Stall



### I'm not interested

#### Prevention is the best medicine

How can you use the Final Trial Close to eliminate this objection?

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### 2 responses that turn "I'm not interested" into a sale

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Mr. Prospect, if what you are saying is you're not interested at this time \_\_\_\_\_

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# How to Turn Objections into Insertion Orders

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## Let me think it over and I'll get back to you

The vast majority of prospects that say "I'll get back to you" never do, so your best and only chance of landing the account is right now.

### Prevention is the best medicine

#### 1. Create a sense of urgency

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#### 2. \_\_\_\_\_

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### 3 responses that turn "Let me think it over and I'll get back to you" into a sale

Mr. Prospect, I'm glad to hear that you want to think it over and the best \_\_\_\_\_

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Mr. Prospect I understand, there's a lot to think about. But to \_\_\_\_\_

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Mr. Prospect, I'm certain that this campaign is \_\_\_\_\_

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## I want to talk to my partner first

**Prevention is the best medicine**

1. \_\_\_\_\_

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## 2 responses that turn "I want to talk to my partner first" into a sale

How can you test this objection to see if it is True?

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*Mr. Prospect I understand, but to guarantee your position* \_\_\_\_\_

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*Mr. Prospect I understand, because many of my clients also discuss matters with their partner* \_\_\_\_\_

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## We decided to hold off until next issue

**Prevention is the best medicine**

1. \_\_\_\_\_

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# How to Turn Objections into Insertion Orders

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Your prospect says “If we decided to go ahead with this campaign could we get into the next issue?”  
Why should you not say “Yes”? \_\_\_\_\_

\_\_\_\_\_

## 2 responses that turn “We decided to hold off” into a sale

*Mr. Prospect, that's absolutely no problem* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Mr. Prospect I pleased to hear that you've decide to proceed* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## We're not going to renew. We didn't get any response

This is one on the most common excuses that clients use to avoid renewing their insertion order and it is in fact, just an excuses. **Only about 6% of your clients accurately measure response.** But clients know that account executives have no defence against this objection, after all they can't prove otherwise.

### Prevention is the best medicine

By far the best and often the only way to handle this objection is to prevent is from occurring, by getting the client to admit that they are not measuring response. **Every month give the client a call and say,**

*Mr. Client, I'm just calling to make sure that your campaign is going well,* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## How to turn “We didn’t get any response” into a sale

What statistic can you use to convince the client that the ad is generating results? \_\_\_\_\_

\_\_\_\_\_

*Mr. Client, I understand, because measuring response can be difficult. It's hard to* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**From prospecting to closing  
objections are part of the sales process.**

**Account executives  
that have learned to handle objections  
close on average 4 times as many sales.**

**Learn the responses to 5 commonly heard  
objections and you'll notice a dramatic  
increase in sales and earnings.**