



5 Tips For Objection Handling In B2B Telemarketing

Contents

4	Introduction
6	Tip 1: listen and be gratefuls
8	Tip 2: empathise, explore and clarify
10	Tip 3: Honestly answer the objection
12	Tip 4: Prove the point
14	Tip 5: Go next level
15	Conclusion



90% of marketing managers said that B2B telemarketing was either effective, or very effective, for their business

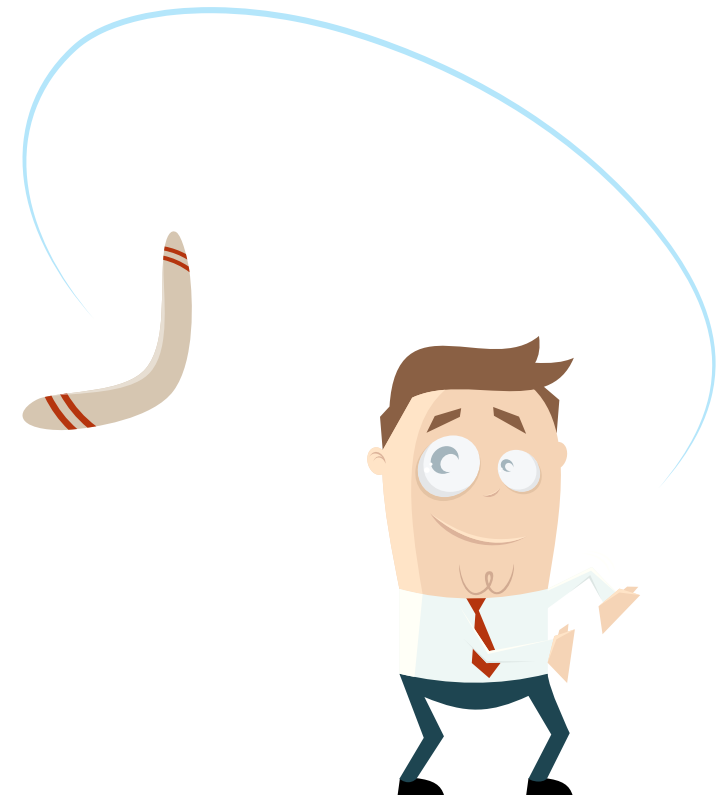
- Market Scan

Introduction

Telemarketing (or inside sales as it's sometimes known) is a highly valuable channel in any modern integrated marketing campaign. Helping transform hot leads into sales-ready buyers and setting face-to-face meetings with salespeople, telemarketers' services are invaluable. But as expected, it's not the easiest job in the world, and the obvious daily hurdles they face are objections. These are the concerns, questions, feelings and other things that become apparent in leads when asked if they are looking to purchase a product/service. Sometimes it's cost, or time, or a myriad of other reasons to avoid the salesperson. But, in the end, it's the role of the telemarketer to overcome these concerns and set sales appointments.

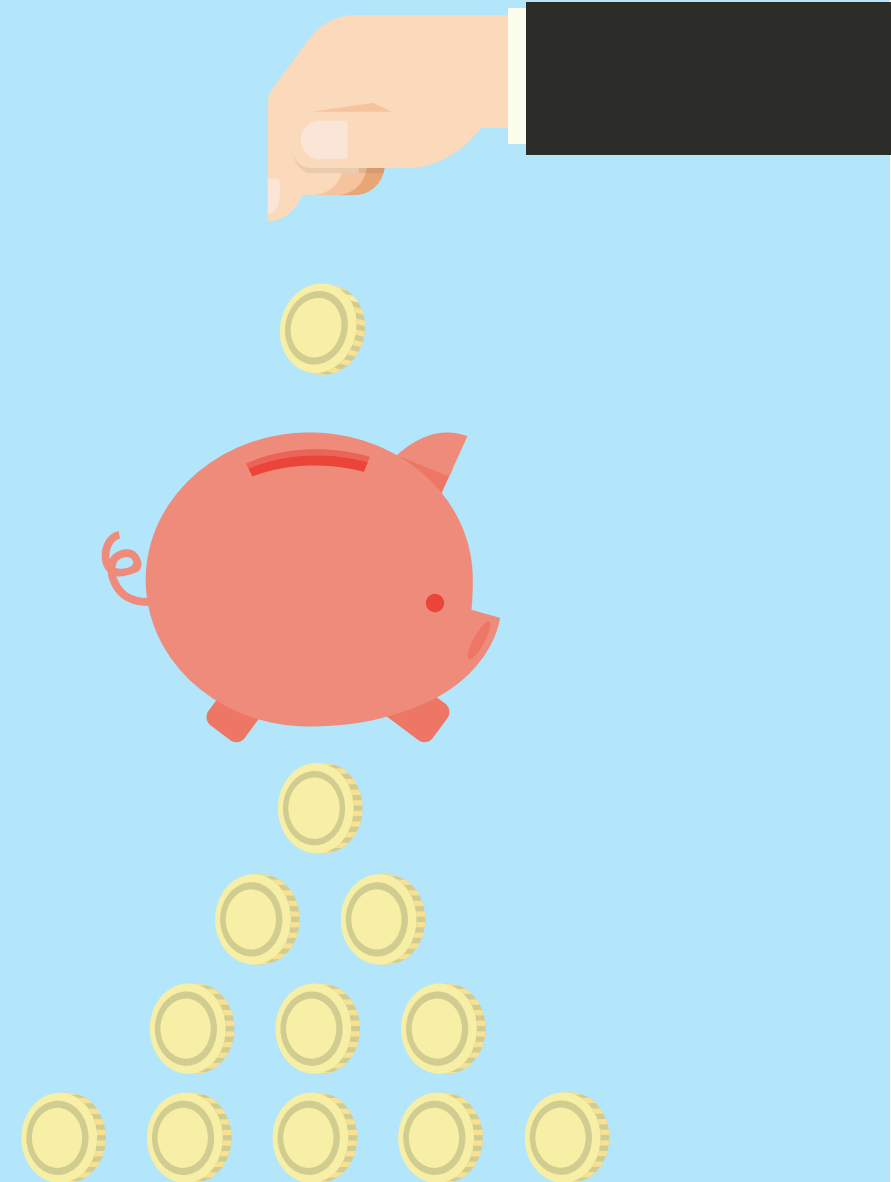
Whether you have telemarketers within your company, you currently outsource, or you're thinking of outsourcing, be aware that the best-performing telemarketers are experts at what they do and can generate enviable results. Under-performing telemarketers though, can be a drain on time, resources and money.

To help you generate the best results from your current telemarketing solution, we've created this helpful guide. Read on to see how a person with multiple objections can be turned into a sales-ready lead in just a few short steps.



The average
ROI for B2B
telemarketing
is £11 for every
£1 spent

- DMA



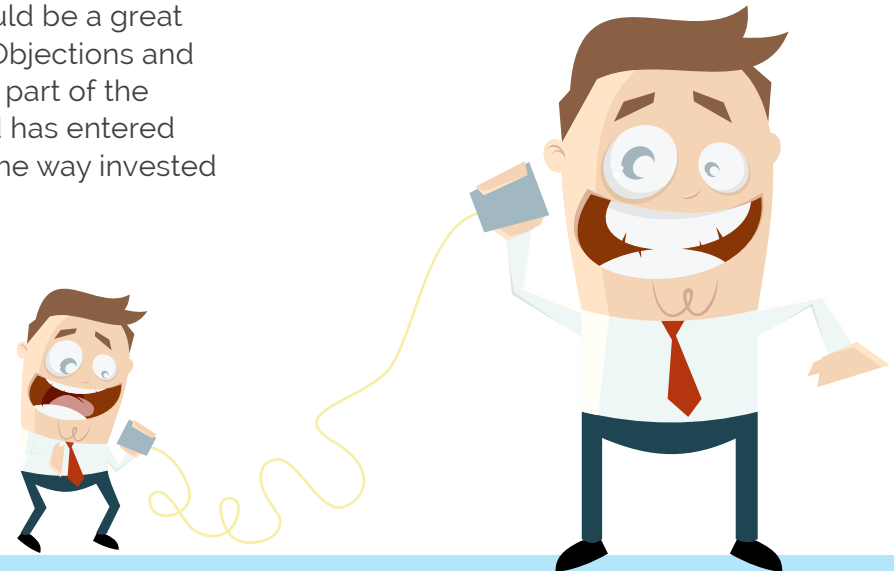
Tip 1: Listen and be grateful

Firstly, make sure the telemarketer listens to the lead's concerns; nothing is more off-putting and insulting than feeling like you're not being listened to. Ensure that during the call, the telemarketer gives the lead their full attention, taking note of every one of their issues and allowing them to communicate their feelings. To avoid the lead having to repeat their objections further down the line, an expert telemarketer will typically take notes during the call simply to document what's been said.

At this point, it's worth stating for the record that objections are not a bad thing. Many sales and marketing people seem to think that when a lead starts firing objections at them, they are looking for excuses to get out of the conversation and leave. But this is not the case. In fact, a lead expressing objections is actually a good thing. 'How can that be so?' we hear you scream, but consider this. If a lead had

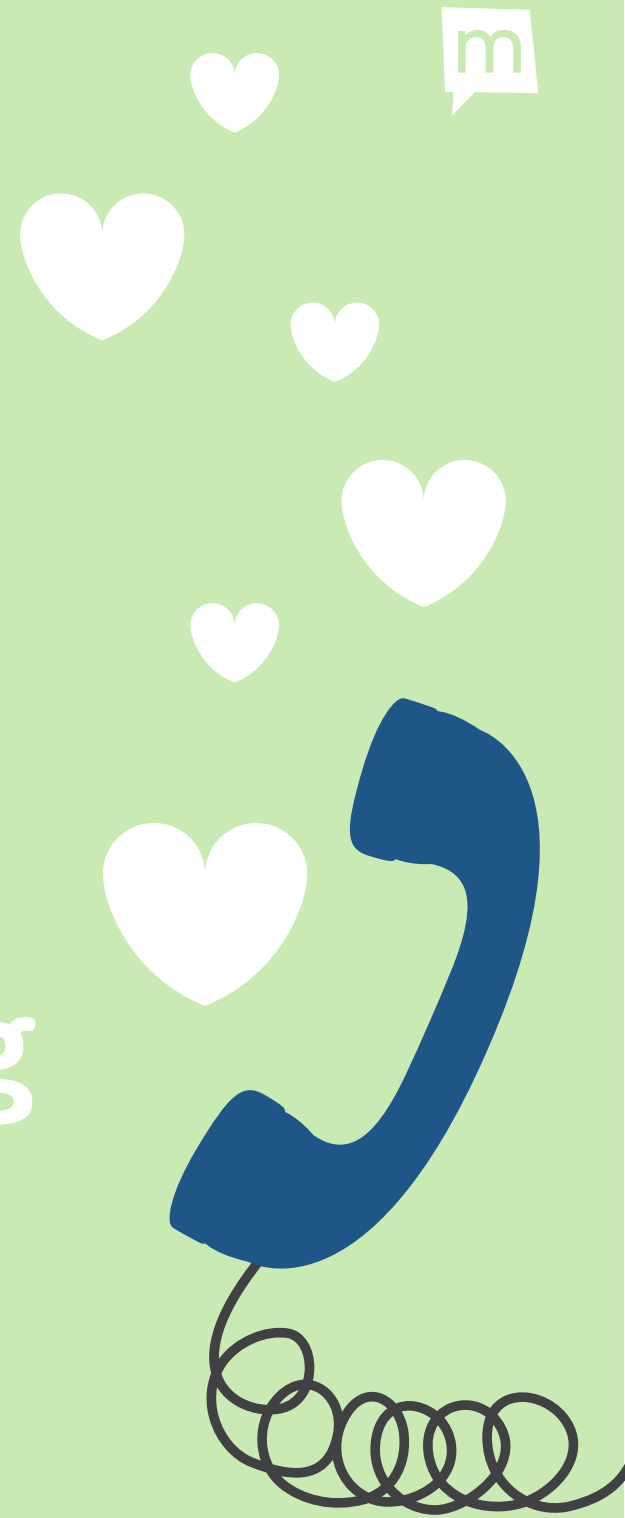
no intention of purchasing your product or service they would simply say no and end the call, or in some cases, ask to be removed from the marketing data list.

However, if a lead is taking the time to express their concerns and objections then it means they are actually thinking about the purchase and potential ramifications. This is a good thing and also means they are giving the telemarketer an opportunity to answer their objections and put their mind at rest. If sales were as simple as someone asking 'do you want to buy this?' and the other person replying 'yes, I certainly do' then there would be a great deal of people out of work. Objections and objection handling are a key part of the sales process and if the lead has entered into this, then they are in some way invested in your product/service.



In a poll of business managers, B2B telemarketing calls at work were voted as the least annoying form of advertising

- Total Sales Solutions



Tip 2: Empathise, explore and clarify

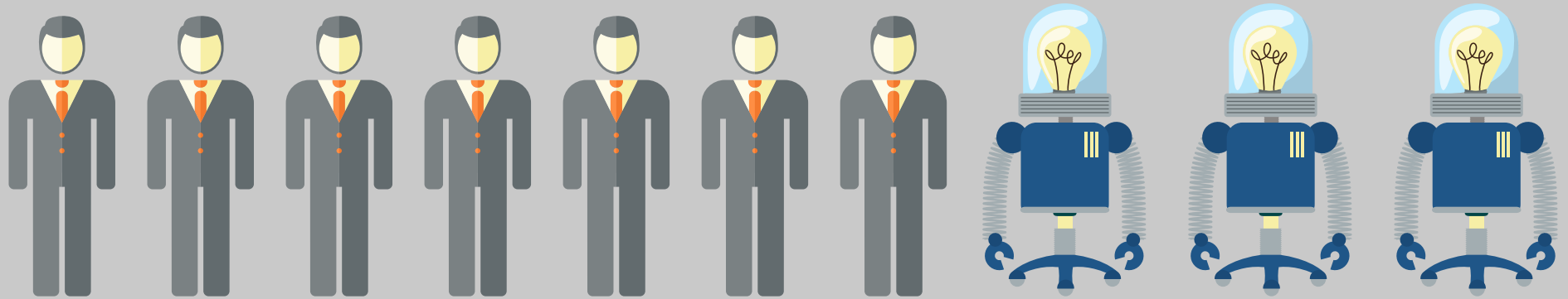
It may seem odd, but in many cases, the objections that a lead raises during a telemarketing call will not actually be the 'whole truth'. For example, they may be trying to avoid a particular pain point, or they may have an agenda which they don't feel the telemarketer should know about. Regardless of these ulterior motives, it's the telemarketer's job to discover the truth, unearth the real issues and then solve them.

Key objections that leads will use to hide the truth can include 'I don't need this product right now' which could be masking the fact they have a lack of knowledge on the subject. Another example is 'this is not a priority for me this year' which may be hiding the fact they are unclear about their current interests and requirements. There are many more of these objections

used to hide what's actually going on with the lead, including hidden agendas, simple perception issues and in some cases, actual warranted concerns.

To ensure the telemarketer successfully converts the lead from a guarded opportunity to a sales-ready decision-maker, they first need to explore their concerns using expert levels of questioning. With probing and open-ended questions, the telemarketer can begin to extract the gold nuggets of information and paint a clear picture of the lead's genuine concerns. This is a vital part of the process and should only be entrusted to the best telemarketers. With accurate information extracted in the most non-invasive way, the lead's engagement can be maintained and their real objections handled head-on.





**68% of B2B sales were
found to involve some form
of human interaction such
as telemarketing**

- Total Sales Solutions

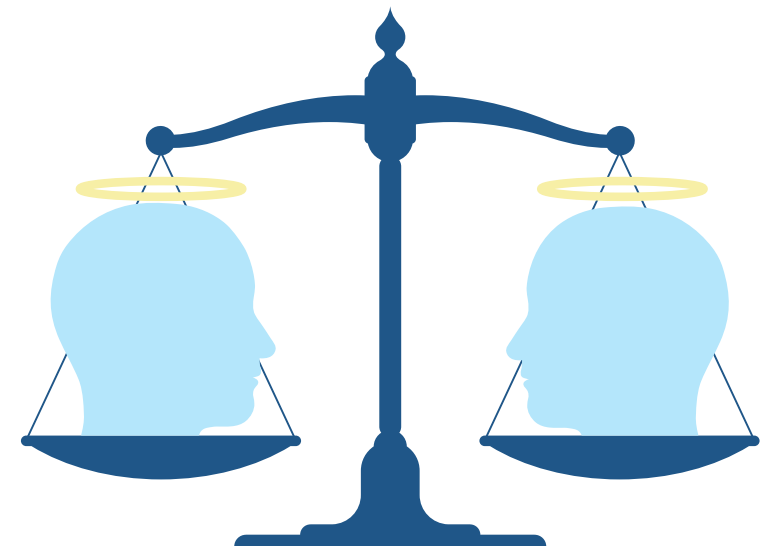
Tip 3: Honestly answer the objection

Of the entire objection handling process, this is actually the easiest bit – answering the objections. Having uncovered the lead's real concerns, and having documented each piece of information individually, it's now time to provide solutions.

A key fact here (and one that expert telemarketers will have ingrained in them) is don't lie or stretch the truth. Total honesty is vital in retaining the trust and respect of the lead, so only use facts and approved information when objection handling. Employ an empathetic tone of voice, provide information clearly and concisely, and ensure the answers directly solve the lead's concerns. There are very few things more infuriating to a lead with a problem than jargon and sales-speak. Keep it simple and remember the value of clarity in these situations.

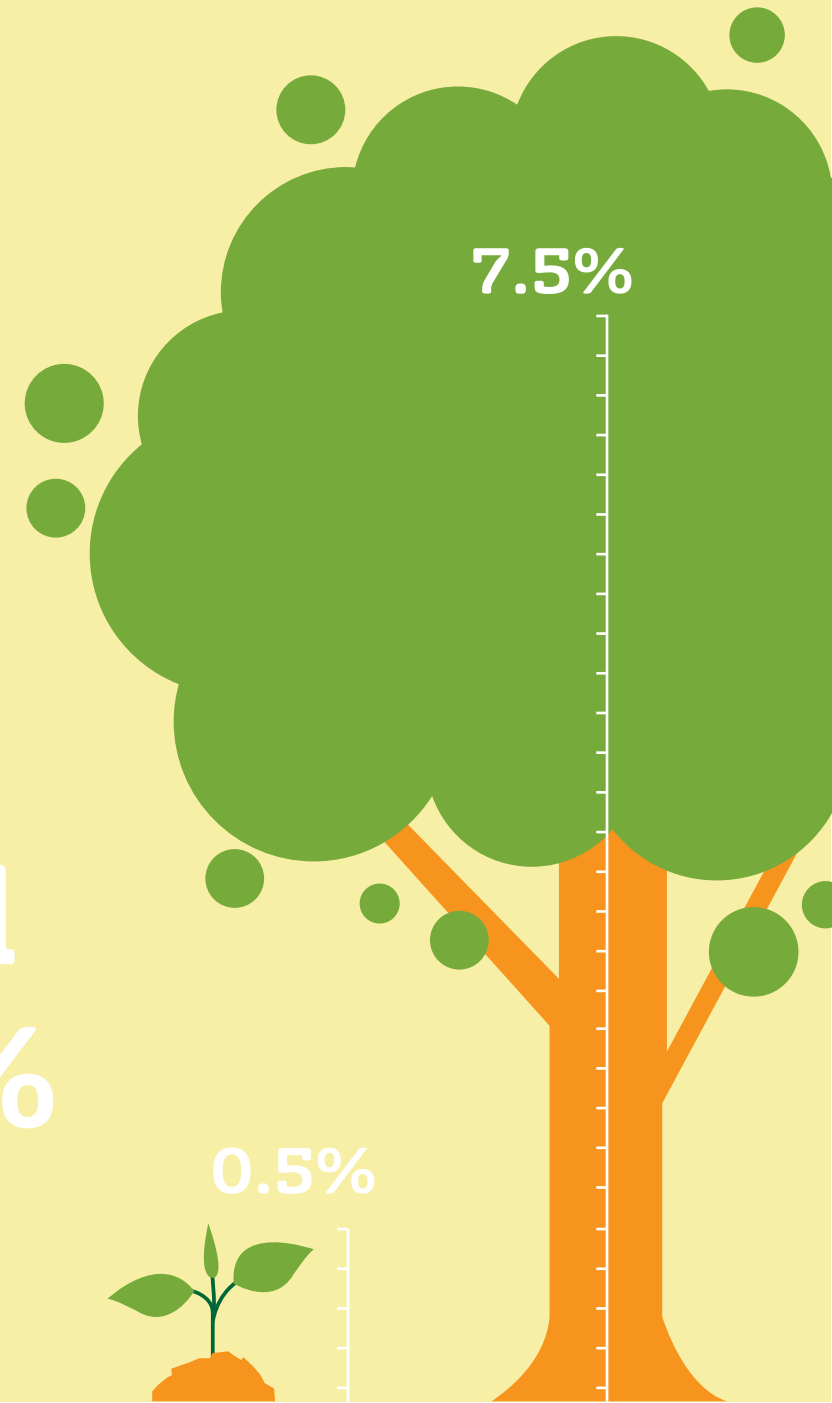
A common method is to talk through each of the lead's objections individually, providing in-depth information in manageable chunks, then confirming that it has resolved their issues. If new objections or questions arise, add them to the list and deal with them on an individual basis too.

Highlight ways that your product/service can help them and their business. If your offering is the answer to all their prayers then there will be no need to over-sell it. Simply by overcoming their objections in a clear and honest way, you'll be able to drive them towards being sales-ready, or at least ready to speak to a salesperson.



Inside sales is
growing at 7.5%,
compared to field
sales at only 0.5%

- Inside Sales



Tip 4: Prove the point

This is something that most people would take for granted, yet telemarketers can fail to implement it during the most important part of the call. Having provided the lead with a straightforward answer to their objections, the telemarketer needs to prove what they're saying with further information and numerical facts.

Telling a lead 'we can improve your business revenue' is one thing, but telling a lead 'our case studies show that we can improve your business revenue by up to 60%' is quite another. Case studies and testimonials should be part of standard marketing material anyway, so it's simply a case of ensuring these are given to the telemarketers. Once on the call, the telemarketer needs to remain calm and carry out the previous tips, then gently respond with the facts and figures. Going on a call and shouting numbers at a lead isn't going to secure much business. But, by using case studies,

research data and testimonials to compliment what's already being said, it's more likely to leave a lasting impression on the lead's mind.

Another added bonus of marketers sharing this type of case study content with the rest of the business is that during a call, the telemarketer can offer to email the testimonials etc. to the lead. Not only will the lead then have time to digest all the information, but it also leaves the door open for the telemarketer to call them back a couple of days later to follow-up. These ongoing 'touches' are the basis for all good sales relationships and can dramatically improve the chances of a sale.



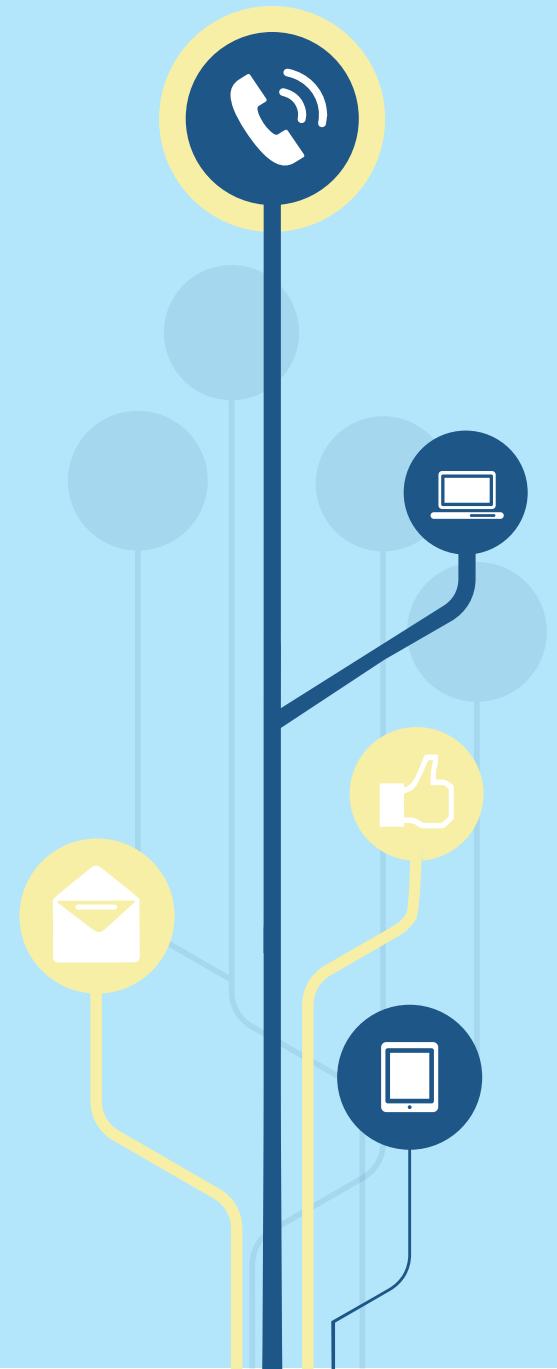
110%





Almost one third
(31%) of B2B
marketers consider
telemarketing
one of the 'most
effective channels
for lead generation'

- Circle Research



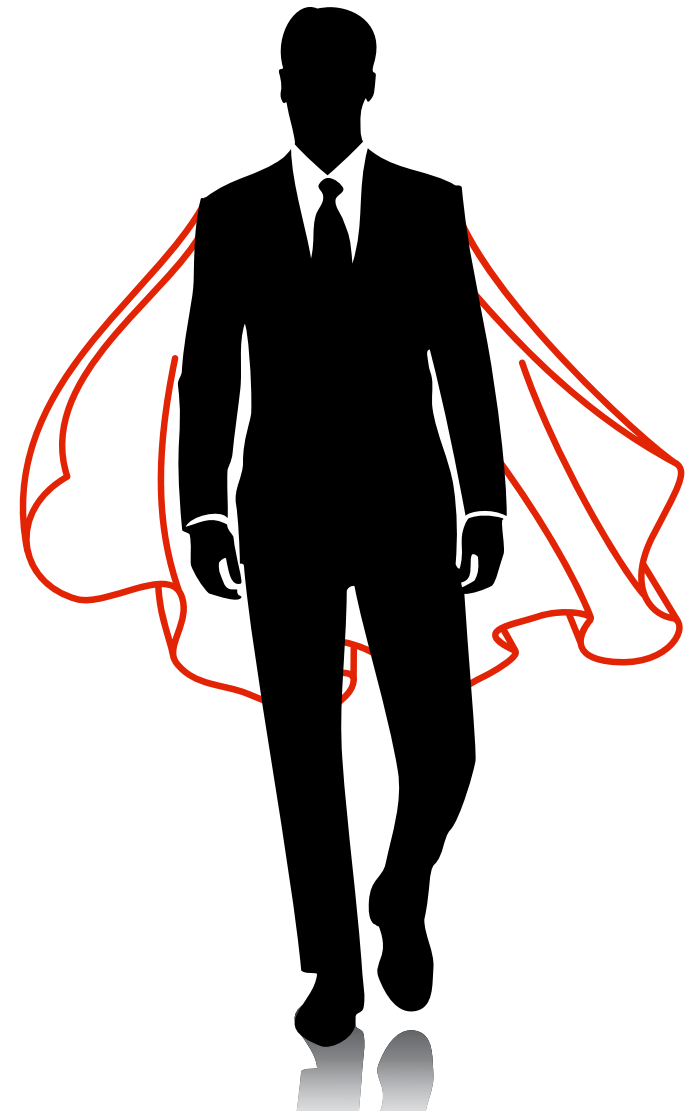
Tip 5: Go next level

Objection handling is a skill that all telemarketers and inside sales teams must have. However, seasoned professionals and expert telemarketers can take this skill to the next level. Through years of trial and error and call analysis, there has been many objection handling 'techniques' identified in the industry. These are not for the faint hearted or the newcomers, but exclusively for the experts (if you want to retain the lead, at least).

Each of the identified techniques has a name which can be recognised amongst those in the know, and they range from 'Boomerang' and 'Objection Chunking', to 'Conditional Close' and 'Deflection'. These approaches are not to be used by the untrained, or as the go-to move for telemarketing calls. But, for the instances when the lead sounds like they are going cold, or are delivering difficult objections, these techniques can be the difference between the call ending prematurely and a sale being made.

In the Conditional Closure approach, telemarketers will ask the lead to agree to a sale/appointment if they can fully answer their objection. This means that the dialler has already got the lead to agree to what they want, they just have to overcome the simple objection (using the tips shown above). Another technique, which although negative, can be highly effective is the 'Fear, Uncertainty and Doubt' approach. This involves the telemarketer building fear within the lead and illustrating that failure to buy the product/service could negatively impact their business' performance.

The telemarketing techniques mentioned in this section are just a few of almost 20 different approaches which expert telemarketers have created and perfected in order to generate the best results. So, ensure that whether your telemarketing resources are in-house or outsourced, they are experts in their field and capable of understanding and implementing some of these methods, should the need arise.



Conclusion

Telemarketing is such a valuable resource in a multi-channel marketing campaign.

They can be the difference between a lead going cold and a lead converting to a customer. The human touch in the sales process is invaluable and prior to any sales meeting, telemarketers first need to make their mark. Objection handling is just one skill that telemarketers must have and it's therefore vital to have a team which has this in abundance. Knowledge, patience, empathy and a myriad of other skills are the basis for a good telemarketer, and in order to increase sales and revenue, the telemarketer/s you use must have all of them.

Here at MarketMakers, we've spent the last decade becoming the UK's number 1 telemarketing agency and building a workforce made up of the best telemarketers around. Having headhunted some of the best

telemarketers in the country, we are capable of helping businesses of all sizes (in any industry) reach their lead generation, sales and revenue targets.

To see just how much difference specialist telemarketers can make to your business growth targets and results, speak to one of our experts on **0845 485 1776** or email **info@marketmakers.co.uk**





About MarketMakers

MarketMakers are the UK's number 1 B2B telemarketing agency. Having won numerous highly coveted awards, we successfully work with clients across an array of industries and sectors to help their businesses grow.

For over 10 years, our intelligence-led telemarketing has helped generate new business leads and appointments for thousands of global and national clients. Specialising in B2B campaigns we have over 200 in-house telemarketers who work in sector-specific teams.

For advice on your B2B Telemarketing give us a call on **0845 485 1776** or email us at **info@marketmakers.com**