



HANDLING OBJECTIONS

Campaign Solicitors will encounter people who strongly object to contributing to United Way. Keep in mind that objections are a natural part of the campaign, and regard them as opportunities to present your viewpoint.

Here are some insights into the psychology of objections and practical ways of handling them.

- **OBJECTIONS ARE NOT PERSONAL.** An objection is not directed against you, but rather at the idea you are presenting.
- **OBJECTIONS OFTEN ARE NOT REAL.** Most objections are “stalls” rather than sincere objections. You have to probe deeply to uncover the real issue.
- **SHOW SYMPATHY.** Listen carefully to what your prospects say, and show your concern. You can still be sympathetic without agreeing.
- **OBJECTIONS ARE NOT ANSWERED.** You cannot answer an objection because the objection is usually more imagined than real. Handle the objection by deflecting it or bridging to a related, more positive point.
- **DON'T ARGUE.** When you counter an argument, you force your prospect into defending it, which causes resentment. In other words, you may win the argument but lose the sale.
- **ENCOURAGE THE OBJECTOR TO TALK.** Allow the person voicing the objection the opportunity to expand on it at length. An insincere, illogical or poorly thought-out objection will fall on its own shortcomings.
- **RELAX AND BE YOURSELF.** Your job is not to match wits or verbally fence with your prospect. You have ideas to present, so you should be straightforward in your presentation. The solicitation interview is not a “win-lose” situation; it is a “win-win” situation.