



Best practices for dealing with objections or hesitation

- ◆ Do not panic. Stay in control. Be prepared. Practice and prepare optimal responses to the most common questions about the TCS and its services.
- ◆ Ask questions that reflect how you truly understand your local contact's issues. Do not make statements, especially defensive ones.
- ◆ Acknowledge when a contact's position is correct. For example, "You are right, Mr. Smith, we do have restrictions on trade with some countries..."
- ◆ State that you understand a position, even if you do not necessarily agree with it. Example: "Mr. Smith, I can understand your hesitations about dealing with a new Canadian supplier. Is there any information I can provide you to alleviate your concerns?"
- ◆ Try making statements that are slightly more negative than those made by your prospect. Example: "Does that mean trade restrictions are the only deciding factor?" Being negative can help build the momentum for your contact to swing back to the positive.
- ◆ Question until you are certain that you understand your local contact's position.
- ◆ Ask your local contact for suggestions on how the partnership could move forward.

3.10 Setting an appointment

Now that you have the local contact on the phone and you have developed a rapport, here comes the important part: asking your local contact to move on to then next step, securing the action as follows:

- ◆ *"Ms. Smith, would it make sense for us to continue this discussion?"*
- ◆ *"Ms. Smith, if solving this problem is important to you, does it make sense to arrange a meeting, say 30 minutes next week, to discuss this in more details?"*
- ◆ *"Ms. Smith, is there anyone else in your organization who is interested in this? How do you suggest we get them involved? Does it make sense for us to get together to discuss this in more detail?"*

Once you have secured a next step, your phone call is over. This entire process takes less than 15 minutes. Every once in a while you should expect to reach a local contact who is so eager to talk about opportunities that the call could go on for another 20 or 30 minutes. As such, ensure that you have the time to conduct this conversation, and more time if the contact is keen. For instance, do not start the call 15 minutes before an important meeting.