

How to Handle Typical Questions



You can expect some questions and objections as they are a natural part of the solicitation process. However, if you understand what the questions really are and how to handle them, they'll be more manageable.

Keep the following points in mind:

1. An objection is **NEVER DIRECTED AGAINST YOU**, it's directed at the idea you are presenting.
2. Most objections are "**STALLS**" rather than **SINCERE OBJECTIONS**. It takes more work to uncover the real issues. They aren't saying, "no." They're saying, "tell me why I should?"
3. Listen carefully and sympathize with him/her. Do not agree if the persons' facts are incorrect, but listen with an open attitude and reflect their objection back to them.
4. Remember an objection is almost always more imagined than real. You should handle it by **DEFLECTING THE ISSUE, PROVIDING MORE INFORMATION**, responding that you do not know the answer to that question but will find out and **GET BACK WITH THEM**, etc.
5. **DO NOT ARGUE**. If you argue, you'll force your prospect into defending it which will cause resentment. Remember the old adage about winning the battle, but losing the war? As a campaign volunteer, you may win an argument, but you will lose their support.
6. Encourage your prospect to talk or **FOCUS ON SOMETHING POSITIVE** within their objection. When a person voices an objection, let him/her expand on it at length. If the objection is either insincere or illogical, it will fall on its own weight and when it is fully articulated. By focusing on something positive within the objection, the person may realize that the positive outweighs the negative.
7. Above all, **RELAX AND BE YOURSELF**. Your job is neither to match wits with your prospect nor overwhelm him/her with rhetoric. You have an important message to present. So, present it in an absolutely straight-forward manner.

