

# OCTOBER - Objections

It's true; we can't please all customers all the time BUT the good news is... unhappy customers can please the business. The most valuable customers are those who tell staff what they don't agree with or don't like.

These customers are giving the business an opportunity to improve.

Unfortunately, most customers won't take the time to tell the business unless staff have the skills and the confidence to encourage and embrace objections.

**October is the time to reframe how we feel about and respond to *Objections*.**

## Practical Activity

### Embracing Objections

Ask the team to advise what they believe are the Top 2 most common and/or difficult to respond to, customer objections/complaints. Collate the responses and then develop solutions for each response as a team.

**Note:** Not all customer objections or complaints will be easily solved, and some not at all. Solve what you can and remind the team that there is nothing to gain and much to lose by making customers feel unwelcome or by proving them wrong.

In instances when a customer's request cannot be met, encourage staff to be ready with a polite and professional reply ie *"Although this is not something we can do, is there anything else I could help you with today?"*

**A team who acknowledges customer objections as opportunities to improve, is a team who succeeds and helps a business develop a remarkable reputation.**

