

Match The Following Techniques For Handling Objections With The Time Each Is Appropriate To Use.

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Effectively managing objections is a critical skill in sales, customer service, and negotiation. One of the most strategic approaches to handling objections is the "Postpone" technique, which involves delaying addressing the objection until a more appropriate moment. This article explores various objection-handling techniques, emphasizing when each method is most suitable, with a detailed focus on the "Postpone" technique. By understanding and matching these techniques with the right timing, professionals can improve their success rate and build stronger relationships with clients and prospects.

Understanding Objection Handling in Sales and Customer Interactions

Handling objections is about addressing concerns, doubts, or resistance expressed by prospects or customers. Properly managing these objections can turn a potential "no" into a "yes," facilitating smoother sales processes and fostering trust.

Key Goals of Objection Handling:

- Clarify misunderstandings
- Build trust and rapport
- Address genuine concerns
- Move the conversation toward a positive outcome

Effective objection handling involves various techniques, each suited for different situations and timings. Recognizing when to use each approach is essential for maximizing effectiveness.

Common Objection Handling Techniques

Below are some widely used techniques to handle objections:

1. The Acknowledge and Postpone Technique

This method involves recognizing the objection without immediately trying to resolve it, and then scheduling a specific time to discuss it in detail.

2. The Feel-Felt-Found Technique

Sharing empathetic stories about similar clients who had concerns but found value after further discussion.

3. The Clarify and Confirm Technique

Asking probing questions to understand the objection fully and confirming the real concern.

4. The Questioning Technique

Turning the objection into a question to explore underlying issues or guide the prospect toward their own resolution.

5. The Direct Response Technique

Addressing the objection head-on with factual information, data, or evidence.

6. The Boomerang Technique

Turning the objection into a reason to buy, by reframing it positively.

The Postpone Technique: An In-Depth Look

What Is the Postpone Technique?

The Postpone technique involves acknowledging the objection but intentionally delaying its discussion to a more appropriate time during the sales process. Instead of engaging with the objection immediately, the salesperson or customer service representative agrees to revisit it later, often after establishing more rapport or providing additional value.

Why Use the Postpone Technique?

This approach is useful when:

- The objection is complex and requires more information or analysis.
- The current interaction is not the right moment to address the concern.
- The customer or prospect appears emotionally upset or disengaged.
- Addressing the objection prematurely might derail the conversation.
- You want to maintain control of the conversation flow.

Benefits of Postponing Objections

- Keeps the conversation moving forward.
- Demonstrates respect for the prospect's concerns without dismissing them.
- Allows gathering of more information to address the objection effectively.
- Builds trust by showing that you are attentive but strategic.
- Prevents confrontation or escalation during sensitive moments.

How to Effectively Use the Postpone Technique

Implementing the Postpone technique requires tact and professionalism. Here are steps to do it effectively:

1. Acknowledge the Objection

Show that you understand and respect the concern. For example:

"I understand that pricing is a key factor for you."

2. Express Willingness to Address Later

Indicate that you are open to discussing this further at a better time. For example:

"That's an important point, and I want to give it the attention it deserves."

3. Set a Clear Future Point of Discussion

Propose a specific time or situation when the objection will be revisited. For example:

"Can we revisit this after I've explained the full value of our solution?"

or

"Would it be okay if I follow up with you after this call to address your pricing concern more thoroughly?"

4. Provide Value in the Current Interaction

Continue to add value or move the conversation toward closing or next steps. This ensures the prospect remains engaged.

5. Follow Through

Make sure to revisit the objection as promised, whether during the same session or in subsequent interactions.

Timing and Situations Appropriate for the Postpone Technique

Using the Postpone technique at the right moment enhances its effectiveness. Here are specific scenarios and timings where postponing an objection is most appropriate:

1. When the Objection Is Complex and Requires Further Research

For concerns that involve detailed data, technical specifications, or policy considerations, it's wise to delay the discussion until you have gathered all necessary information.

2. When the Customer Is Emotional or Upset

If the customer is angry, frustrated, or emotionally charged, addressing objections immediately can lead to defensiveness. Postponing allows emotions to settle, leading to a more rational discussion later.

3. During Early Sales Conversations

Early in the interaction, prospects may express objections out of curiosity or skepticism. It's beneficial to keep the conversation moving and revisit concerns after rapport is established.

4. When the Buyer Needs to Consult Others

If the decision involves multiple stakeholders or requires internal approval, postponing the objection helps align internal processes.

5. To Maintain Control of the Conversation

When an objection risks diverting the discussion or creating conflict, deferring it strategically allows you to guide the dialogue toward positive outcomes.

6. When Additional Value Can Be Provided First

If you can demonstrate additional benefits or address other concerns first, postponing the objection can help the prospect see the bigger picture, making their concern less critical later.

Best Practices for Implementing the Postpone Technique

To maximize the effectiveness of postponing objections, consider these best practices:

- Be Honest and Transparent: Avoid delaying just for delay's sake. Ensure your prospect understands you're genuinely interested in addressing their concern thoroughly later.
- Set Clear Expectations: Specify when and how the objection will be revisited.
- Stay Engaged: Continue adding value and moving the conversation forward.
- Follow Up Promptly: Revisit the objection as promised, and do so prepared to provide comprehensive answers.
- Use It Sparingly: Overusing postponement can frustrate prospects; balance it with other techniques.

Matching Techniques With Timing for Optimal Results

Different objection handling methods are suitable for different moments in the sales process. Here's a quick guide:

Technique	Appropriate Timing	Suitable Situations
Acknowledge and Postpone	Early or complex objections, emotional moments	When more info is needed, or emotions are high
Feel-Felt-Found	When establishing empathy	When prospects feel uncertain or skeptical
Clarify and Confirm	When the true concern is unclear	When misunderstandings are suspected
Questioning	When guiding prospects to self-discover solutions	When prospects need to realize the value themselves
Direct Response	When facts or data are needed	When the objection is based on misinformation
Boomerang	When turning objections into positives	When prospects need reassurance

Conclusion

Handling objections effectively requires a strategic approach tailored to the situation and timing. The Postpone technique stands out as a valuable tool for managing complex, emotional, or premature objections, allowing sales professionals to maintain control and build trust. By recognizing when and how to use this technique—and combining it with other methods—salespeople can foster more meaningful conversations, overcome resistance smoothly, and ultimately close more deals. Remember, the key to success lies in timing, honesty, and delivering consistent value throughout the interaction.

Achieving mastery in objection handling is a continuous process. Incorporate these techniques thoughtfully, practice their timing, and adapt to each unique scenario to become a more persuasive and empathetic communicator.

Frequently Asked Questions

What is the 'Postpone' technique in handling objections?

The 'Postpone' technique involves delaying addressing an objection until a more appropriate time, allowing the salesperson to gather more information or build rapport before responding.

When is the best time to use the 'Postpone' technique during a sales conversation?

Use the 'Postpone' technique when the objection is premature, incomplete, or requires further investigation, typically after initial rapport has been established.

How does postponing an objection benefit the sales process?

Postponing allows the salesperson to avoid confrontation, gather additional details, and respond more effectively later, increasing the chances of a positive outcome.

What are some effective phrases to employ when postponing an objection?

Examples include, 'That's an important point; let's revisit it after I explain some related features,' or 'I'd like to get back to that after I understand your needs better.'

Are there risks associated with postponing objections?

Yes, if overused or poorly timed, postponement can frustrate prospects or make them feel their concerns are being ignored, so it's essential to use it judiciously.

How does postponing differ from deflecting objections?

Postponing involves delaying the discussion to a later point, with the intention of addressing the concern properly, while deflecting sidesteps the objection without resolution.

What techniques can complement postponing when handling objections?

Techniques like active listening, asking clarifying questions, and acknowledging concerns can prepare the ground for effective postponement.

In what situations should a salesperson avoid using the 'Postpone' technique?

Avoid postponing when the objection is critical to the purchase decision, urgent, or when the prospect expects immediate answers, to prevent losing their interest.

How can a salesperson effectively follow up after postponing an objection?

They should make a clear commitment to revisit the concern, schedule a follow-up, and ensure they address the objection thoroughly during the next interaction.

What is the key to successful use of the 'Postpone' technique?

The key is to use postponement strategically, with transparency and a plan to address the objection later, maintaining trust and demonstrating attentiveness to the prospect's concerns.

Additional Resources

Match The Following Techniques For Handling Objections With The Time Each Is Appropriate To Use: Postpone

In the realm of sales, negotiations, and customer interactions, handling objections effectively is a vital skill that can determine the success or failure of a deal. Among the numerous techniques available, Postpone stands out as a strategic tool that, when used appropriately, can turn potential objections into opportunities for further engagement and persuasion.

This article delves into the Match The Following techniques for handling objections, with a particular focus on Postpone, exploring their mechanisms, ideal contexts, advantages, and best practices. Whether you're a seasoned salesperson or someone new to client interactions, understanding when and how to employ these techniques can significantly enhance your effectiveness.

Understanding Objection Handling Techniques

Handling objections is not merely about overcoming resistance; it involves guiding the conversation in a way that reassures the customer, clarifies misunderstandings, and aligns their needs with your offerings. Various techniques can be employed depending on the nature of the objection, the relationship with the client, and the context of the interaction.

The primary techniques often discussed include:

- Direct Response
- Feel-Felt-Found
- Boomerang
- Questioning
- Postpone

Each has its unique approach and situational appropriateness, but in this review, we focus on Postpone, examining its strategic value.

What is the Postpone Technique?

Postpone is an objection handling method where the salesperson or representative chooses to delay addressing an objection until a more suitable moment in the conversation. Instead of engaging with the objection immediately, the handler acknowledges it but commits to revisiting it later—often after establishing more rapport, providing additional information, or guiding the conversation toward a different objective.

Core principle: The idea behind postponing is to prevent the conversation from derailing prematurely and to gather more context or create a more favorable environment before tackling the objection head-on.

How it works in practice:

- The salesperson acknowledges the objection without dismissing it.
- They indicate that the objection is valid but suggest that it can be better discussed later.
- They steer the conversation toward a different topic or value proposition.
- At an appropriate moment, they revisit the objection with more information or authority.

The When and Why of Using Postpone

Choosing Postpone is strategic. It's not suitable for every objection or every situation. Here's when and why to consider this technique:

When to Use Postpone

1. Objections that Require Further Explanation or Evidence:

If the customer's concern stems from a lack of understanding or incomplete information, postponing allows you to provide detailed clarifications later.

2. High-Emotion Situations:

When emotions run high, immediate confrontation may escalate tension. Postponing helps cool down the conversation and revisit the objection calmer.

3. Objections that Derail the Conversation:

If addressing the objection would sideline the main goal or disrupt the flow, it's better to postpone and return later.

4. Objections Based on Timing or External Factors:

Sometimes, the objection relates to timing, budget cycle, or other external factors. Postponing gives time for these factors to change or become clearer.

5. Building Rapport and Gathering Information:

When more rapport-building or understanding of the client's needs is necessary, postponing can buy valuable time.

Why Use Postpone?

- It prevents premature rejection or confrontation.
- It demonstrates respect for the customer's concerns.
- It allows you to prepare a more comprehensive response.
- It maintains momentum in the conversation.
- It helps manage emotional reactions and maintain professionalism.

Implementing the Postpone Technique Effectively

To maximize its benefits, Postpone must be used skillfully. Here are steps and tips for effective implementation:

1. Acknowledge the Objection Clearly

Avoid dismissing the concern. Instead, show understanding:

> "That's a valid point, and I appreciate you bringing it up."

2. Express the Intention to Revisit

Indicate that the concern is important but will be addressed later:

> "Let's come back to that after I share a few more details."

3. Redirect the Conversation

Guide the discussion toward other value propositions or benefits:

> "In the meantime, let me tell you about how our product can help streamline your process."

4. Set a Clear Timeline or Context for Revisit

Ensure the customer understands when and how the objection will be addressed:

> "Once we've gone through the main features, we'll circle back to your concern about pricing."

5. Follow Through

Revisit the objection at the appropriate time, providing a thorough and tailored response.

Advantages of the Postpone Technique

Using Postpone offers several benefits:

- Prevents Argumentative Stalemates:

It reduces the risk of confrontations that can damage relationships.

- Gives Time to Gather More Information:

It allows you to clarify misunderstandings or obtain additional data.

- Maintains Conversation Momentum:

It keeps the dialogue moving toward your objectives.

- Builds Trust and Respect:

Customers appreciate when their concerns are acknowledged thoughtfully.

- Increases the Likelihood of a Positive Resolution:

Addressing objections later with more context can lead to better outcomes.

Potential Drawbacks and How to Avoid Them

While powerful, Postpone has its risks if misused:

- Customer Perception of Avoidance:

If overused, customers may feel their concerns are dismissed.

- Lack of Follow-Through:

Failing to revisit the objection can lead to unresolved issues and lost trust.

- Timing Mistakes:

Postponing too long or addressing the objection too late can diminish its relevance.

Best practices to mitigate these issues:

- Always set clear expectations for when the objection will be revisited.

- Ensure timely follow-up, ideally within the same conversation or shortly after.

- Use postponing sparingly, only when it adds strategic value.

- Combine with other techniques, like questions or feel-felt-found, for a more comprehensive approach.

Matching Postpone to the Right Situations

Understanding the appropriate context enhances the effectiveness of Postpone. Here are practical scenarios:

Situation	Rationale for Postpone	Example	Timing
Customer needs detailed technical info	Allows you to prepare a comprehensive response	"That's a great question. Let's revisit that after I	

explain the main features." | After initial pitch |
Emotional objections	Prevents escalation, cools down emotions	"I understand this is a big decision. Let's discuss the details after I share how we can support your goals."	During high-emotion moments
External factors like budget cycles	Gives time for external variables to change	"I hear your concern about the budget. Let's look at how this could fit into your upcoming cycle."	During initial discussion
When the customer shows hesitation due to lack of trust	Builds rapport before addressing concerns	"I appreciate your caution. Once I demonstrate how our solution has helped others like you, we can revisit your concerns."	After establishing rapport

Complementary Techniques to Enhance Postpone

Postpone is most effective when integrated into a broader objection handling strategy. Consider combining it with:

- Questioning Techniques:

Use questions to understand the objection more thoroughly before deciding to postpone.

- Feel-Felt-Found:

Share testimonials or experiences that can be presented later after the initial discussion.

- Empathy Statements:

Acknowledge feelings to maintain rapport during the postponement.

- Reassurance and Value Reinforcement:

Emphasize benefits to make the customer more receptive when the objection is revisited.

Conclusion: Mastering the Timing of Postpone

The Postpone technique is a nuanced and strategic tool in the arsenal of objection handling. When wielded judiciously, it helps maintain flow, build trust, and prepare a more compelling response for later discussion. Its success hinges on understanding the context, setting clear expectations, and ensuring timely follow-up.

In the complex dance of sales conversations, knowing when to hit pause and revisit objections can transform potential roadblocks into stepping stones

toward closing deals. By matching Postpone with the right situations and employing it with skill, professionals can elevate their objection handling game and foster lasting customer relationships.

Remember: The key to mastering Postpone is patience and precision. Use it to your advantage, and turn objections from obstacles into opportunities for deeper engagement.

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