

**ON - THE - JOB TRAINING RECORD  
CONTINUATION SHEET**

Date of Training: \_\_\_\_\_

Lesson Category: Overcoming Objections

Lesson Title: The Magic of Identifying Objections (Page 1 of 2 pages)

Student Materials/Activities:

1. Students were instructed to listen to the audio “The Magic of Identifying Objections.”
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify some of the most common objections recruiters hear from applicants.
2. To identify and discuss reasons why applicants may raise objections.
3. To identify and discuss the differences between a stall and an objection.
4. To understand why asking the right questions early in the sales interview process can prevent some objections from ever occurring.
5. To understand the process for identifying, isolating and overcoming objections.
6. To discuss the value of feedback/course correction questions.
7. To have the participants discuss techniques they successfully use to deal with objections.

Lesson Outline:

1. Identify and discuss some of the most common objections recruiters hear from applicants.
  - a. “The commitment is too long.” – There is not enough value built yet to offset the “cost” of joining.
  - b. “I don’t want to worry about deploying.” – A serious objection that must be offset by educating the applicant how the Reserve manages its deployment programs.
  - c. “The technical school is too long.” – Availability to attend school should be investigated early in the sales process to avoid making a career field recommendation that doesn’t fit the applicant’s requirements.
  - d. “I need to talk it over with my spouse.” – Early in the sales process recruiters need to identify who else may be involved in the decision-process and invite them to take part.
  - e. “I’m not happy with the career field.” – The line of questioning must uncover the types of career fields an applicant is interested in so the recommendation for a job assignment becomes more acceptable.
  - f. “I see no reason to join; that’s why I left active duty in the first place.” – Questions should focus on what the applicant enjoyed about active duty so you can reinforce those benefits, and questions should be included on why they didn’t enjoy active duty so you can show how those issues will not arise in the Air Force Reserve.
2. Identify and discuss reasons why applicants may raise objections.
  - a. You have not created enough value.
  - b. You have not met a specific need.
  - c. You have not removed a fear.
3. Identify and discuss the differences between a stall and an objection.
  - a. Stall: Normally this is just a condition that must be met before the applicant will commit. Example: Report to Basic Training after summer vacation.
  - b. Objection: This is a legitimate obstacle that poses a major roadblock to the applicant committing. Example: Applicant does not want to attend Basic Training.
4. Discuss why asking the right questions early in the sales interview process can prevent some objections from ever occurring.
  - a. Good questions help prevent objections from coming up in the first place because common potential problem areas are discussed before the applicant raises the issue.
  - b. Good questions allow the recruiter to present a recommendation that is less likely to receive any objections because obstacles have been uncovered, isolated and removed before the applicant is asked to commit.

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Lesson Title: The Magic of Identifying Objections (Page 2 continued from previous page)

5. Discuss the process for identifying, isolating and overcoming objections.

a. When you get an objection, ask a question like "Is there anything other reason why we couldn't go ahead with your decision to join?"

b. Make note of additional objections, if any.

c. Let the applicant know you will deal with each of the objections one at a time.

d. Return to the Probe Step and ask questions about the objection.

e. Make sure each objection is resolved before moving on to the next objection.

6. Discuss the value of asking feedback/course correction questions.

a. The help determine if your presentation is on target.

b. Examples:

- How does this look so far?

- Does this look like the kind of opportunity you're interested in?

- How do you feel about this?

c. If answers are positive, proceed; if answers are negative, isolate and deal with the objections.

7. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion surrounding the ways the participants have responded to stalls and objections in the past.

LAST NAME - FIRST NAME - MIDDLE INITIAL