Objections: The Ultimate Guide for Mastering the Art and Science of Getting Past No

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Rejection hurts. Our fear and avoidance of this pain is why salespeople fail and why most people don’t ask for what they really want.

Objections, New from Bestselling Author Jeb Blount, Teems with Tactics Salespeople (and ALL people) Can Use to Get Past NO

For as long as salespeople have been asking buyers to make commitments, buyers have been throwing out objections. And for as long as buyers have been saying no, salespeople have yearned for the secrets to getting past that tough two-letter word. Now, a new book by bestselling author and sales acceleration specialist Jeb Blount provides them. And its advice is so universal that it can benefit anyone, in any field, who must ask for what they want (and that’s everyone).

Objections: The Ultimate Guide for Mastering the Art and Science of Getting Past No (Wiley, June 2018, ISBN: 978-1-119-47738-9, $27.00) is a comprehensive and contemporary guide that engages the heart and mind. The book follows in the footsteps of Blount’s bestsellers Fanatical Prospecting and Sales EQ with its signature, right-to-the-point style and practical how-to tactics readers can put into play right away.

Blount points out that sales is an unnatural profession. We are hardwired as humans to avoid rejection. Yet, success in sales requires the endless pursuit of rejection. It is the fear and avoidance of the emotional pain caused by rejection that is the top reason why sales professionals fail. It’s also why (non-sales) professionals in all areas of business fail to ask for what they want—or ask in weak and ineffective ways—and sabotage their own success.

Objections addresses both the human side of dealing with the fear of rejection while offering innovative, modern techniques for getting past no. Blount reveals the cold, hard truth about what’s really holding you back from closing sales and reaching your income goals. Then he draws you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past no—even with the most challenging objections.

What you won’t find is old-school techniques straight out of the last century. No bait-and-switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers’ resistance.

Instead, you’ll learn a new psychology for turning-around objections and proven techniques that work with today’s more informed, in control, and skeptical buyers. Inside the pages of Objections, you’ll gain deep insight into:

- How to get past the natural human fear of no and become rejection proof
- The science of resistance and why buyers throw out objections
- Human influence frameworks that turn you into a master persuader
- The key to avoiding embarrassing red herrings that derail sales calls
- How to leverage the “Magical Quarter of a Second” to instantly gain control of your emotions when you get hit with difficult objections
- Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation
- How to easily skip past reflex responses on cold calls and when prospecting
- How to move past brush-offs to get to the next step, increase pipeline velocity, and shorten the sales cycle
- The 5 step process for turning around buying commitment objections and closing the sale
- Rapid negotiation techniques that deliver better terms and higher prices

Used by executives and sales teams at the most recognized companies in the world, this book’s proven approach is versatile enough
for any selling style and includes tangible techniques you can use right away without any guesswork. No other resource offers such extensive coverage on the single most performance-crippling challenge to sales professionals.

Whether you’re new to sales or a veteran, whether your sales cycle is long or short, whether your industry is B2B or B2C, you will face the possibility of hearing “no” every day. As you dive into Blount’s powerful insights, and with each new chapter, you’ll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And, with this newfound confidence, your success and income will soar.

About the Author:
Jeb Blount is the author of nine books and is among the world’s most respected thought leaders on sales, leadership, and customer experience. As a sales acceleration specialist, he helps sales organizations reach peak performance fast by optimizing talent, leveraging training to cultivate a high-performance culture, developing leadership and coaching skills, and applying more effective organizational design.

Through his global training organization, Sales Gravy, Jeb advises many of the world’s leading organizations and their executives on the impact of emotional intelligence and interpersonal skills on customer-facing activities and delivers training to thousands of participants in both public and private forums. His flagship website, SalesGravy.com, is the most visited sales-specific website on the planet.

About the Book:

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