



The Influential SQP – Part IV

Handling objections

Dewi Hughes



KEEP
CALM
AND
HANDLE
OBJECTIONS



Five surprising facts about rejection

- 1. Rejection piggybacks on physical pain pathways in the brain**
- 2. Rejection served a vital function in our evolutionary past**
- 3. We can relive and re-experience social pain more vividly than we can physical pain**
- 4. Rejection creates surges of anger and depression**
- 5. Rejection temporarily lowers our IQ**



Why do objections occur?



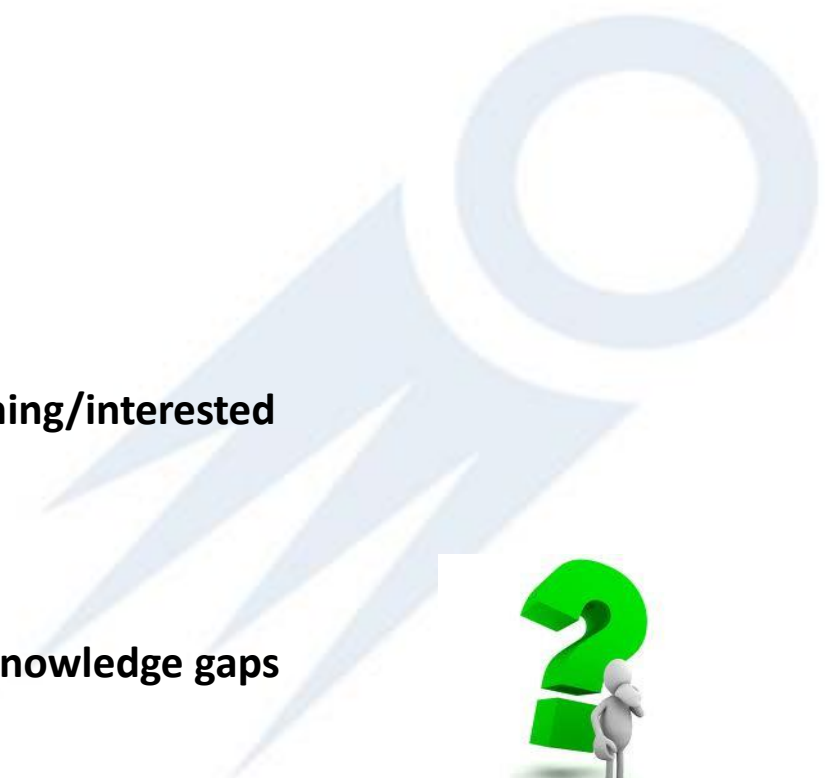
Demonstrates the customer is listening/interested

Raises questions – allows you to fill in knowledge gaps



Helps to uncover concerns

Can actually be a 'buying signal'



Handling objections AMOA

Acknowledge the objection

Make it specific – ask questions to help identify the real issue

Overcome the objection – (Explain) evidence, data, information

Assess the customer's reaction – have you convinced them?

So, we've just been hearing about the concerns regarding Canine/Feline worms.....

The worry with worms

Although they are very common and can cause serious health issues to both pets and humans, intestinal worms are ranked only fifth in parasite importance by UK dog and cat owners.³

However, female *Toxocara* spp. worms can lay up to 200,000 eggs per day.⁴

Intestinal worms live in the digestive tract and feed on blood and food ingested by cats and dogs.¹

Clinical signs can include:¹

- Pot belly
- Vomiting and/or diarrhoea
- Scooting
- Excessive bottom cleaning
- Worm or worm segments/larvae in the stool

Some worms are zoonotic and can compromise the health of the rest of the family.²

Worm infections can go unnoticed as healthy cats and dogs often don't show any clinical signs.¹

Worms pose a threat to the whole family¹

Humans become infected by ingesting worm eggs from contaminated soil or food, or from a pet's coat.

Main risk is *Toxocara* (roundworm) infection.

- Children, pregnant women and older people are most at risk.¹
- **Symptoms:** stomach pains, headaches, coughs, cognitive disorders and blindness.^{8,9,10}
- Studies have shown eggs are present in the soil of gardens, parks and children's play areas,^{11,12,13} and across Europe, between 2-31% people have been exposed to *Toxocara*.²

Echinococcus tapeworms can also affect humans with very serious medical consequences due to the development of cysts in vital organs.

FRONTLINE

3 DEALING WITH INTESTINAL WORMS IN CATS & DOGS

6 DEALING WITH INTESTINAL WORMS IN CATS & DOGS

....but during a conversation with a customer in store, an owner is insistent they only need to deal with fleas & ticks, saying something like “Benny is fine, there’s nothing wrong with him except he’s been picking up some fleas & ticks in the fields near us. Pretty sure I just need tick and flea treatment....

Using AMOA

Handling objections AMOA

Acknowledge the objection

Make it specific – ask questions to help identify the real issue

Overcome the objection – (Explain) evidence, data, information

Assess the customer's reaction – have you convinced them?

So how can you use AMOA to overcome this customer objection?
Think through the 4 steps and put together some language and questions
Let's discuss



And on that note.....



..any final questions?



Thanks & Good Luck!



Dewi W Hughes:
Business Consultant

dewi@dwhltd.co.uk

M: 07515850330

