Objection-Based Questions

Objection-based questions are designed to uncover objections before they derail your sales process. They are commonly used to give you the information you need to either disqualify leads, or progress prospects through to subsequent stages of your sales process.

At School is Easy, these types of questions are typically used in *stage 3: Recommend* of our consultation, before we attempt to close a prospect.

Below are some examples of common objections, which prospects may not have raised, but, which could be potential stumbling blocks when it comes time to close them. Each of the objections are coupled with an example question, that could be used by the franchisee/EC to elicit the concern from the prospect.

The idea is, that once you have uncovered the objection, you can "handle" it (hopefully to the prospect's satisfaction), thus removing it as a threat before attempting to close. If you uncover an objection which can't be overcome, it allows you to disqualify the prospect before wasting more of your time and theirs.

Examples:

- **Common objection:** "*I need to discuss this with my husband/wife/partner*"
  Question: "*Who else is involved in making the decision*?"

- **Common objection:** "*I can't afford this right now*"
  Question: "*What budget have you allocated for academic support*?"

- **Common objection:** "*I'm not interested in starting the tutoring right away*"
  Question: "*If you feel a tutor is the right choice and you are happy with our recommendation, when would you like tutoring to begin?*"

- **Common objection:** "*I don't want to sign a long contract*"
  Question: "*Once we have agreed on a package of tutoring that you are comfortable with, I assume you'll be happy to sign our client agreement so we can start matching a tutor for you immediately*?"

- **Common objection:** "*I can get lots of cheaper independent tutors locally*"
  Question: "*Is price the driving factor for you, or are you happy to pay slightly more for a better service*?"

- **Common objection:** "*I'm worried my son/daughter won't get on with the tutor*"
  Question: "*We've discussed how we match tutors based on learning style, personality and academic needs, but are you aware that we also offer tutor re-matching and a 60-day money back guarantee?*"

- **Common objection:** "*That seems like an awful lot of hours! I'm not sure we need that many*"
  Question: "*What do you think about the recommendation we've made for Tommy?*"

- **Common objection:** "*I'm not sure we'll be able to afford all of those hours. Can't we just pay as we go along?*"
  Question: "*It seems like you are happy with the tutoring package we've recommended for Tommy. Would you like to talk about the payment plans we have available and the discounts we can offer you?*"

General "open-ended" questions to uncover concerns

- *What concerns, if any, do you have so far?*
- *What else would you like to talk about?*
- *What, if anything, would stop you from making a decision today?*
- *From what we've discussed, which aspects have stood out to you (good or bad)?*
- *What other providers have you spoken to so far?*
- *What could we add to our offering to help make your decision easier?*