



NCSC Garner Training Series: Objection Handling



What are objections?

Objections are a common challenge in sales. No matter how good your product is, buyers are going to have objections. It's important to know which objections are the most common and how to overcome them.

Opportunities to build relationships



Indicators of a buyer's interest



A normal part of the selling and buying process



Gartner's 4-step objection handling framework

Acknowledge & Clarify

- I understand, [xyz] is always top of mind when making a purchase. What about the [xyz] concerns you?

Isolate

- Is this the only thing holding you back from moving forward?

Handle

- Start with the most important objection and discuss possible solutions.

Confirm & Move On

- Confirm you've satisfied their concerns and ask to move forward.

Common Objections



1

Objection

- “I can find research for free on the internet.”

Answer

- “Gartner research is thoroughly vetted and unbiased, and we can help you save time by finding the right research quicker.”

2

Objection

- “I can hire someone else for less money.”

Answer

- “Our clients look at Gartner investment as hiring 2,100+ experts for the price of one.”

3

Objection

- “I don’t have time to take advantage of all these resources.”

Answer

- Make sure to focus on the top priority and not a “nice to have” one.

4

Objection

- “We don’t sign multi-year agreements.”

Answer

- “Gartner seeks to partner with clients for the long term instead of just short projects.”

5

Objection

- “This looks great, but I can’t justify the spend without ROI.”

Answer

- Learn what ROI means to them? Gartner delivers both hard and soft ROI to become a self-funding service in the long term.