

Objection Handling

How to tackle the tough questions from a Service Buyer

July 2016

The Salesforce logo, which consists of the word "salesforce" in a white, lowercase, sans-serif font, centered within a blue cloud-like shape. This logo is positioned in the bottom right corner of the slide, set against a background of overlapping light blue cloud shapes.

Let's Build Some Service Pipe!



Get Started

Prospect Dashboard

- Sales Cloud No Service
- VP of Service
- Accounts w/ No Active Opps
- Low Hanging Fruits
- Field Service
- Community
- SOS

bit.ly/BDRFY17

[Training Doc](#)

[Discovery Questions](#)

[Buyer Persona](#)

[Customer Stories](#)

Why Call?

Field Service

- **INTERACTIVE INFOGRAPHIC!**
- [Vertical Use Cases](#)
- [Website \(eBook, Demo, Datasheet\)](#)
- [Discovery Questions](#)

Service Exec Events

- SF Service Intelligence Dinner
- Oil and Gas Summit
- ATL VP of Service dinner

DREAMFORCE!

- Service Cloud Sessions
- Keynote w/ Mike Milburn
- Surfboard Awards and Dinner

Offers

Offers with mass appeal!

- [2016 State of Service](#)
- [Guided Tour](#)
- [20 Customer Service Best Practices](#)
- [6 Secrets to Great Customer Service](#)
-

GARTNER MAGIC 8:

- Report: sfdc.co/servicereport
- FAQ: sfdc.co/gartnersvcfaq
- Email: sfdc.co/gartnerservice

Industry

Healthcare

- [Stanley Health Video](#)
- [Webinars for Service Cloud!](#)
- [Customer Stories](#)

Retail

- [Customer Experience Webinar](#)
- [Enablement Content](#)

Insurance:

- [Customer Service: The Insurance Industry Differentiator Webinar](#)

Manufacturing:

- [The New Age Of Manufacturing: Going 'Beyond The Product'](#)

Ladies & Gentlemen- START YOUR DASHBOARDS!



- Customers without Service Cloud

- VP and Directors of Service
- Field Service Lightning Targets
- Customer Community Targets
- Service for Wave Targets
- RAISE THE DEAD Targets

bit.ly/BDRFY17

If you have any questions or issues please contact Michael Findling!

EBU BDR Prospecting FY17 <CLONE FOR YOUR ACCOUNTS>

Hide Feed

Post Question New Note More -

Write something... Share Followers Show All (1)

There are no updates.

Find a dashboard... Edit Clone Refresh As of July 25, 2016 at 11:57 AM

Filter By: Account Name Account Owner

Customers w/out Service Cloud No Active Opps			VP of Service No Service Cloud No Active Opps			Service Cloud Customers But No Community!		
Listed by Account			Not Active Service Cloud Customers			No Active Opps		
Account Name	Account Owner	Record Count	Account Name	Account Owner: Full Name	Record Count	Account Name	Account Owner: Full Name	Record Count
Global Spectrum	Todd Rialous	2	JPMorgan Chase & Co.	Rob Cimkovic	1K	AT&T - Service Guides	BRIAN JOHNSON	361
Global Spectrum, Inc	Todd Rialous	2	Wells Fargo and Company (MAIN PARENT)	Doug Cummings	1K	The Prudential Insurance Company of America	Marc Goldsmith	221
Thomson Reuters	Reed Overby	2	Bank of the West	Gurbeneh Sahi	787	AT&T - Ad Works	BRIAN JOHNSON	188
Adobe Digital Marketing (Omni)	Gabriella Siler	1	Exxon Mobil Corporation	Michael Mahan	596	United HealthCare Services, Inc.	Tim Bergeson	167
Altegrity Risk International, Inc.	John Pappas	1	Citizens Bank, N.A.	Joseph Leonard	552	Massachusetts Mutual Life Insurance Company	Tamra Thorne	160

A list of EBU Accounts that currently hold ACTIVE Sales Cloud instances but are not ACTIVE Service Cloud Customers. These Accounts also SHOULD NOT have any Active Service Cloud Opportunities

This report will show you VP+ contacts in your Accounts where the Account itself is a Customer (e.g. Sales Cloud) but not an Active Service Cloud Customer

These VP level Contacts are found within Accounts that have Service Cloud licenses but do NOT have a Community

Service Contacts w/ No Activity in 90 Days			Current Service Cloud Customers			Target Accounts To Sell Community		
Ranking from Director to CEO			List with Number of Employees					
Account Name	Account Owner: Full Name	Record Count	Account Name	Account Owner: Full Name	Record Count	Account Name	Account Owner	Sum of Employees
JPMorgan Chase & Co.	Rob Cimkovic	1K	EMD Corporation	Kimberly Curran	29	Sam's Club Business Membership	Brian McDonald	2.2M
Wells Fargo and Company (MAIN PARENT)	Doug Cummings	886	Honeywell International Inc. / Automation and Control Solutions Inc	James Macphey	21	Merrill Lynch	Sara Douglas	1.5M
			Humana*	Sharon	16	Bank of America	Sara Douglas	801K



SPIFF after the training: #ServiceNinja

1. Use the dashboard - [**bit.ly/BDRFY17**](https://bit.ly/BDRFY17) - (to find accounts to call down)
2. Use the hashtag #ServiceNinja in the subject line of your Service Calls

Why You Should Welcome Objections

What is an objection?



Barrier



Position

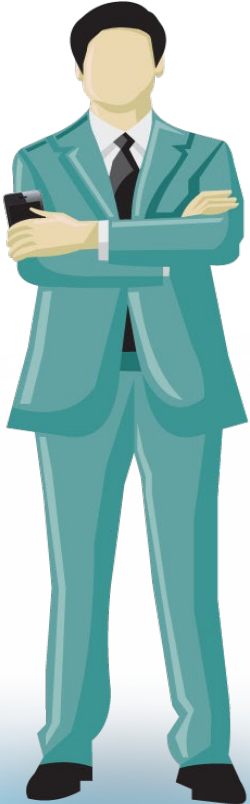


Opportunity

An Objection is a **GOOD** Sign

If someone is completely uninterested in buying your product, they won't bother to object.

Why Do Customers Object?



May simply be lack of **knowledge**

May be a specific, **warranted** concern

May represent **hidden agenda**

May be a **perception** issue

Mitigate **risk!**

How to Tackle the Top 3 Objections

The Tried and True Process to Tackling Objections

Acknowledge

- Address the emotion
"I understand how you feel"
- Acknowledge
- Validate

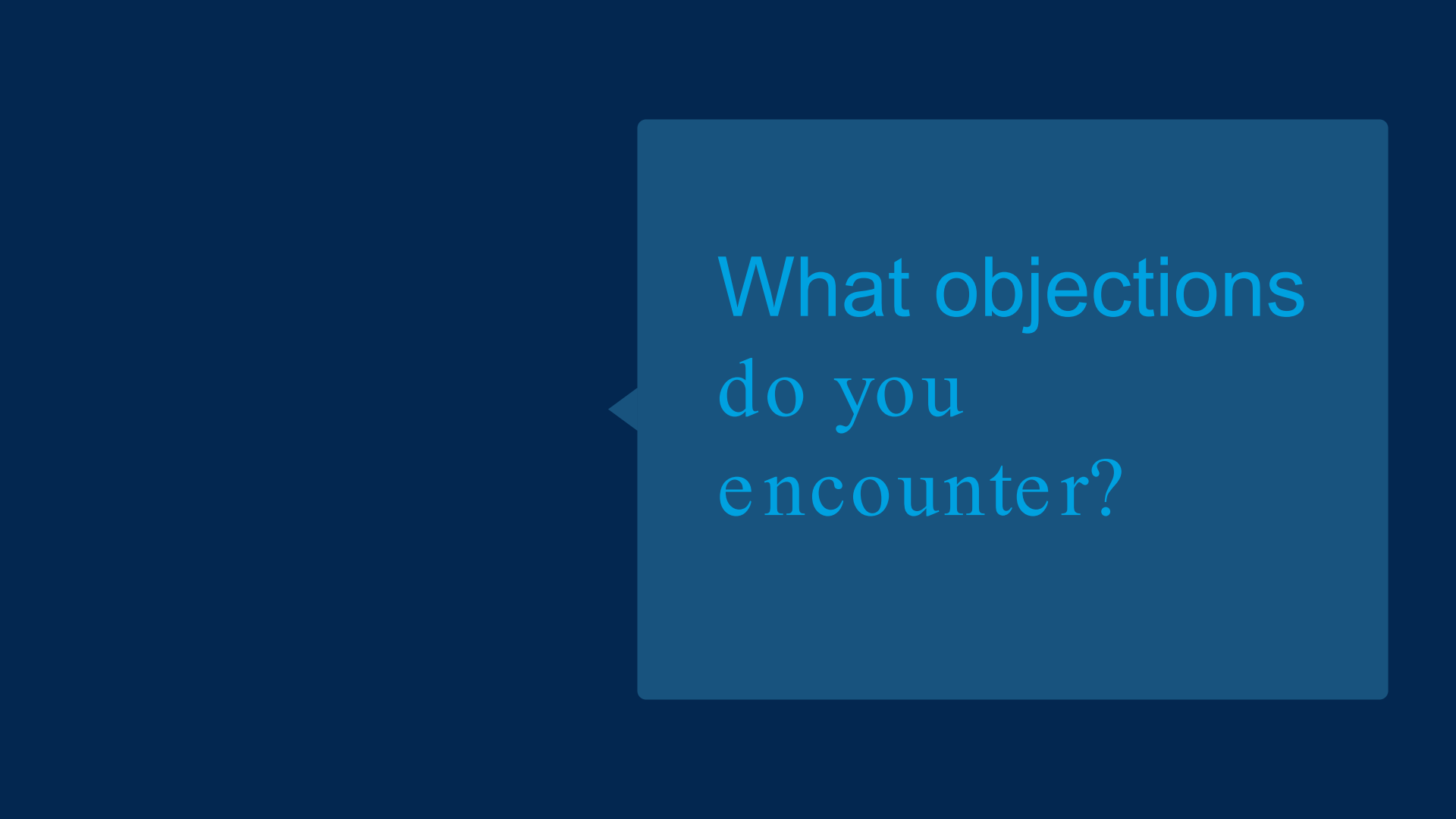
Discover

- Find out what's really going on
- Open Ended Questions

Deliver

- Use Feel, Felt, Found
- Have a few responses prepared
- Use Proof

Understand and validate positions and emotions



What objections
do you
encounter?

TOP 3

Most Common Service Cloud Objections

1. **Our current solution gets the job done.** My current system is too deeply embedded to replace.
1. **Too expensive to replace.** We already invested in another solution and don't have budget.
1. **Cloud technology isn't trusted.** Reliability and uptime is key.

Let's Practice: Way more fun in class than on the phone!

1. Pick a Service Target Account
2. Grab a Partner
3. Prepare your objection template as a team.
 - Develop your Acknowledge statement.
 - Create your Discovery Questions.
 - Create your response to Deliver.

~ 5-10 minutes

Read out to the class





What's Next



Print The
Following Slides
for Class

Objection: _____



COO Objection

1. **Acknowledge** -- Address and validate the emotion “I understand how you feel...”

1. **Discover** -- Ask open ended questions

- a) _____

- b) _____

- c) _____



VP of Service
Objection

3. **Deliver** -- Respond with proofpoints

Objection #1:

“Our current solution gets the job done.”



CIO Objection

1. Acknowledge

I can see how you would feel, you have built an existing system that works with your specific brand. Many of our customers have found they can fill gaps in their current systems and processes by using Service Cloud.

1. Discover

- a) *What metrics are you using to measure success?*
- b) *Is there newer functionality your customers are asking for like social and mobile?*
- c) *Are there contact center metrics that you feel could be better?*



VP of Service
Objection

3. Deliver

We can help you extend your existing solution while keeping it in place for areas where you'd like to improve. We co-exist with many existing solutions at customers today who use us to fill the gaps in the current offering. Some examples are:

- 1. Mobile self-service, chat and community solutions for your customers to increase deflections
- 2. Listen, filter and engage customers over social media networks like Twitter and Facebook
- 3. Provide service community capabilities where customers can help each other
- 4. Knowledge management for faster more accurate answers

Objection #2:

“Too expensive to replace.”



CIO Objection

1. Acknowledge

I understand your concern, “ripping and replacing” a system (or multiple systems) may delay your business productivity. Many of our customers are already augmenting their current system without ripping it out through the integration with our Platform.

1. Discover

- a) Please share with me the existing systems that work together to provide customer service. Are they all operating from one platform?*
- b) Explain how effective the systems are in regards to representative efficiency and productivity.*
- c) How easily are newer channels like the Web, Chat, and Social integrated into your existing systems?*



COO Objection

3. Deliver

Service Cloud helps extend and augment your current system without ripping it out. Service Cloud is built on top of a highly open, extensible platform that allows for integration into existing systems - be it a CRM, best of breed knowledge system, telephony system, and so on. Most homegrown systems don't support newer channels like the Web, Chat, and Social. Many of our customers have a “co-exist” environment with Siebel or SAP and benefit from using our capabilities for channels that older systems don't support.

Objection #3:

“Cloud Technology Isn’t Trusted.”



CIO Objection

1. Acknowledge

I understand your need to ensure your customers are being serviced and your service level agreements are being met. Most every customer has the same concern and that is why we provide complete transparency.

2. Discover

- a) *What difficulties have you had with the reliability of your existing solutions?*
- b) *What metrics are impacted when you lose up time?*
- c) *What backup plans for your data are in place? What disaster recovery plans do you have in place*

3. Deliver

The availability and trust of our solution is the cornerstone of our success as a business. Nothing is more important to us than the trust of our customers – that is why we provide complete transparency of our performance and up-time at trust.salesforce.com. We have industry-leading availability and uptime rates. We not only have comprehensive backups of your data but we have a complete full-scale backup data center that is dedicated to disaster recovery. All backups are done over our secure network. We have many mechanisms to allow customers to store and refresh local backups of their data.