

OBJECTION HANDLING CALLER DEVELOPMENT

OBJECTIVE:

- ⇒ **TO REMEMBER THAT “OK, BYE” IS NEVER AN ACCEPTABLE RESPONSE**
- ⇒ **TO MAKE USING THE ASK GUIDELINES EASIER**

Q & A

Q: What are the four major objection handling strategies you can use every call?

A: The payment options!

1. Credit Card Option
2. Tax Deductible
3. Due at a Later Date
4. Installment Payments

Q: Why is it important to use the objection handling strategies?

A: Handling objections properly gives alumni reasons why they can donate based on why they say they cannot. Also, using objection handling makes it easier for you, as a caller, to get through all three of the ask guidelines.

Q: What percentage of pledges come for the second and third asks?

A: 40-60% of pledges come from the second ask alone! 85-90% of pledges come from a combination of the second, third, and fourth asks! Using objection handling between the asks makes each ask more successful.

**OBJECTION HANDLING PROPERLY
MAKES EACH ASK GUIDELINE
MORE SUCCESSFUL!
60% OF ALUMNI WILL GIVE IF GIVEN A GOOD REASON!**