

Tips for Handling Objections and Misconceptions

Be prepared.

Plan for objections/misconceptions (we know most of them) and create your own authentic response strategy.

React from your brain, not your gut.

Pause, and take a moment before answering – keep your cool. We talk faster when stressed and you want to keep your voice and tone evenly modulated.

Don't be defensive. Don't speculate. Don't give your opinion.

Address false or misleading information immediately, succinctly and factually and then redirect to talk about Girl Scouts.

Don't repeat the negative.

Turn any negative around and stress the positive.

Pivot or redirect the conversation.

Stick to what you know – Girl Scouts.

Be positive – don't knock your competitors.

Don't give your competitor the “air time”. Talk about *your* subject - Girl Scouts

Clarify with questions.

Ask questions to try to get to the source of the objection, misconceptions or pain point(s). Asking questions helps you avoid addressing the wrong issue.

Disengage if/when needed.

If it appears the person is not accepting or interested in your information, close the conversation professionally and move on to assist those who are interested in learning about Girl Scouts.