

# Objection Handling Cheat Sheet

**Chorus analyzed >85,000 sales rep responses** to objections raised by prospects across the sales cycle using our Conversation Intelligence Platform. We used the trends from this research to identify what top reps do differently when it comes to handling objections.



**50** percent faster responses come from top reps

A faster response is a sign of pre-existing knowledge and having dealt with the objection beforehand. Also, a sign of confidence.



**80** percent of the time, successful reps don't ask a follow-up question immediately

In 80% cases, top reps took about 32 seconds before asking a question to dig deeper into the objection. They spent about half a minute responding to the objection before asking the prospect for more information.



**3** of the top objections faced were Pricing, Competitors, and Timing

Of all the objections raised by prospects the top 3 were related to pricing / budgets, trying/ using / preferring a competitor, and timing/ priorities. Do you have talk tracks for these objections?



**NO** change in speech rate

Top reps speak at the same rate (# of words per minute) when responding to objections as the rest of their calls. This proves they are still calm.



**65** percent lead with gratitude or empathy

In 65% cases, top reps began their response by thanking the customer for being candid or by explaining how they understood or identified with their view point.



**90** percent of Reps seek help from Managers & Sales Enablement / Product Marketing

In 90% cases where top reps sought help from other team members, they tagged a sales manager, leader, sales enablement or product marketing. These people are able to best help reps counter objections.