Pass It Along

Feel - Felt - Found

Sometimes the customer will object to something about the product or service you are trying to sell them. When that happens, it’s up to you to try and overcome that objection.

Objections from customers are really their way of telling you that they may not see the value in doing what you want them to do. There are many ways to respond when a customer objects. One basic technique is called Feel – Felt – Found.

Example:

“I can understand how you Feel. Some of our customers have felt the same way. Most of them have found that even though this checking account has a minimum balance requirement, the higher interest rate is worth it.”

As the above example illustrates, it’s important to:

1. Identify with how the customer is feeling - Feel
2. Indicate they’re not the only one who has felt that way - Felt
3. Provide a benefit of the product or service to help overcome the objection - Found

In this activity, you will have the opportunity to practice using the Feel – Felt – Found technique when faced with customer objections.

Materials Needed:

1) Pens or pencils - one per group
2) 5” x 7” index cards - three per group
Pass It Along – continued

Discussion Guidelines: Here’s the Scoop:

The goal of the activity is to create Feel – Felt – Found responses to common objections you hear from your customers during the sales process.

1. You will work in teams of 3–4 people each. Split the group into teams and distribute the materials.
2. Each team should choose a “scribe” to do the writing for the team and a “spokesperson” who will present the responses to the entire group when everyone is finished.
3. On the front side of each index card, write down one objection you have heard from customers about a product or service – you will have three different objections, one per card, when you finish.
4. Allow teams 3 minutes to come up with 3 objections.
5. Once the objections are written on the cards, each group passes their set of cards to a different group.
6. The receiving group reads each card, decides on an appropriate Feel – Felt – Found response, and writes it on the back of the card – there will be three different responses, one per card, when the exercise is finished.
7. Allow teams 6 minutes to come up with 3 responses.

Ask questions and confirm everyone understands before starting the game.

At the end of the exercise, the spokesperson shares his/her group’s three objections and the suggestions for handling them. Allow other groups to comment on the responses and to suggest alternatives.

After each group has presented its responses, collect the index cards, compile the information and distribute a one-page recap to each person.

HAVE AN IDEA . . .

Do you have a service or sales related activity or idea that you would like to share?

If so, e-mail it to:

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