

UNDERSTANDING OBJECTIONS



CATEGORIES OF OBJECTIONS

- Making Comparisons
 - Timing Schedules
 - What’s Missing/Included
 - Future, What’s Next
- Risk Adverse/Uncertainty
 - Lack of Understanding
 - Value Delivered vs. Price
 - Complacency/Lack of Urgency

OBJECTIONS AS INDICATORS OF INTEREST

Need to “mitigate” risk and understand the uncertainties

- Risk = I know the alternatives and outcomes, why try something I don’t know

Uncertainty

- I don’t know all the alternatives, need to weigh the probability of the outcomes for each alternative

Timing

- Not ready, looking at long-term window
- Will outcome deliver need for short-term impact

Looking for more information

- To better understand the options, ad formats
- To better understand the technology
- More insights on how implement, support

Challenging recommendations

- “Can you explain...”
- “Can you tell me more about...?”
(tools, data, other)
- “What other options...”

Questioning company’s role in the ecosystem, thought leadership, relevant industry, use case examples

- “How long has your company been...?”
- “Who are your partners?”
- “What are others doing?”

