

HANDLING B2B OBJECTIONS



ALAN WHITE
Marketing Manager

National **B2B** Growth Webinar



RICK LAMBERT
Sales Performance Coach



Can I help you?

**“ Handling B2B objections is
the fine art of letting
someone else get your way. ”**

- Rick Lambert

OFFICE PRINTING

**BREAKING
NEWS!!!**



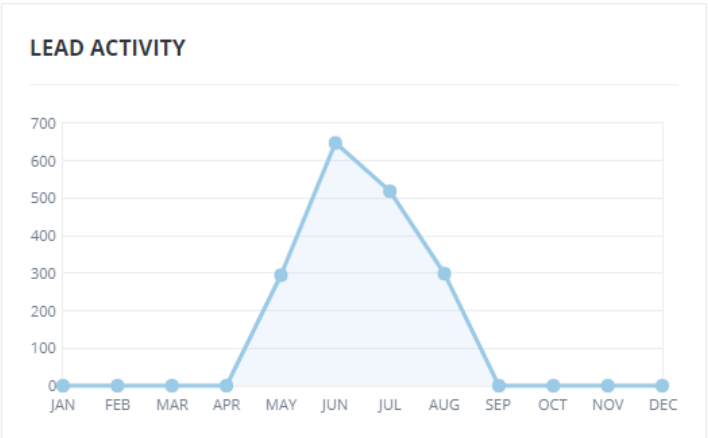
OVER 2000 B2B LEADS



TOTAL B2B LEADS 2020

Home • Dashboard

B2B Lead Generation 📅 MAY 3, 2017 - AUGUST 16, 2017 ⌵



LEAD BREAKDOWN

1761 Active Leads	\$4.8K Cartridge Revenue (Trn)	\$0 Contract Value (WBAP)	517 Unattended Leads
Quotes 917	Challenges 335	Downloads 136	Contact 65

[ALL](#)
[QUOTE REQUESTS](#)
[PRINT CHALLENGES](#)
[CONTENT DOWNLOADS](#)
[CONTACT FORM](#)
[WINS/CLOSED](#)
[DEAD](#)
[Export All Leads to CSV](#)

LEAD ACTIVITY SUMMARY

[Filter By](#) [Create Lead](#)

Store #	Date	Name	Email	Phone	ZIP	Source	Site	Revenue	Status

B2B Update

TRAINING

MARKETING KITS

B2B

256

140

WBAP

149

62

b2bgp.cartridgeworld.com

News



Konica Minolta Amplifies Growth in North America with Muratec America, Inc. Acquisition

Ramsey, NJ – August 1, 2017 –Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta) has acquired Muratec America, Inc., a leading supplier of multifunction (MFP) solutions and a provider of managed document and cloud services in North America. The acquisition, which closes today, will strengthen the company’s distribution network and further advance Konica Minolta’s leading position within the industry.

Muratec is well-positioned and has shown steady growth over the years, both in solutions and services sectors. The company’s technical expertise and innovative, problem-solving approach.

As a wholly-owned, consolidated subsidiary of Konica Minolta, Muratec America, Inc. will continue to deliver its high quality products under the leadership of President, Jim D’Emidio.

“Historically we’ve had a mutual and complementary product lineup with Muratec making this acquisition a great platform for growth,” said President and CEO, Konica Minolta. “The fact that the fundamentals of both of these companies align and we both strive for profitability is a great fit.”

ACTION:
Identify
& engage

PRINT@YOUR SERVICE



Hassle-free printing. Big savings.

Get more than hardware when you choose HP Print @ Your Service.

Overview

Printing is an essential part of running a business. However, the time you spend ensuring your printers are running smoothly can be overwhelming and costly. What if you could remove the hassle from office printing while saving time and money? Well, now you can.

Introducing **HP Print @ Your Service**—a smarter way to print, a better way to buy. For a predictable low monthly fee, you receive a new printer, a page plan with supplies delivered when you need them, and the confidence of Next Business Day Onsite Service.

Great savings

Enjoy savings on Original HP Supplies and make color printing affordable with no upfront investment.

Save up to 50% on Original HP Supplies

No more shopping around for the best deal. Automatically save up to 50% on Original HP Supplies.¹

Affordable color printing

Professional-quality color printing is even more affordable with cutting-edge HP PageWide Technology.

No upfront investment

Make your money work smarter and simplify your cash flow with zero upfront investment.



New printer



Automated supplies delivery



Onsite service



Fixed monthly fee

PRINT@YOUR SERVICE

Hassle-free printing.

Big savings.

Top benefits.

- ▶ Great savings
- ▶ No upfront investment
- ▶ Convenient premium services
- ▶ Flexibility for your growing business
- ▶ Predictability for your limited budget

Visit tech-zone.com for more information.



Share with colleagues

Ultimate convenience

Have more time to focus on your business with convenient services designed to eliminate the hassles of office printing.

Supplies delivered when you need them

Take back the time you spend managing your supplies inventory. The cartridges that pair with your printer will be delivered straight to your door—before you run out.²

Support you can count on

Reduce downtime with access to premium support services including Next Business Day Onsite Service, Maintenance Kit Replacement, and Remote Installation Services.

Flexible page plans

Select a page plan based on your estimated print volumes. If you estimate high, no problem—we'll roll over your unused pages for up to a year. If you estimate low, we'll automatically add the extra pages you need at the same cost per page.^{3,4,5}

Business smart

Gain the flexibility your business needs with predictable payments, adjustable plans, and the latest print technology.

Predictable low monthly payments

Planning and managing your print budget has never been easier with consistent monthly payments.

Adjust as you go

Modify your page plan each year to flex with your changing business needs. Visit the customer portal 90 days prior to the anniversary date of your service to change or cancel your plan.⁶

Keep current with the latest technology

Ensure your business is up-to-date and secure with the ability to refresh your technology every 3–5 years and the advantages of the world's most secure printers.⁷



Start saving and experience peace of mind now

With HP Print @ Your Service, you can relax knowing that your printing needs are covered and you have more time and money to spend on other parts of your business. To determine which plan is right for you, or to learn about other related services from HP, contact your local HP Preferred Reseller.

1. Savings based on a 12-month service contract for Print @ Your Service frequent printing plans and printing all, or more than, the number of pages included in the frequent plan. Based on 60/40 monochrome/color pages with area coverage similar to ISO/IEC 19752/24712 test pages. 2. HP will send you a Print Management Device to install on your printer that will enable HP to collect data from your printer such as page count, supply levels, error information, serial number, network connection information, job metadata, current settings, and installed solutions. All data transmissions will be securely encrypted. HP will not collect any data related to the contents of your documents. 3. During each month-long period, your current month service plan pages (choose from 1000, 2000, or 5000 pages monthly) will be exhausted from your page plan before your rollover pages are used. Rollover pages may not be available, or may be added to the Print @ Your Service customer portal during certain promotional offers. 4. Overages may only be purchased in blocks of one hundred (100) pages. HP may, but is not obligated to, send a communication to you or otherwise post on your Print @ Your Service customer portal a notice when you are approaching the end of your service plan pages during a month period and are about to incur overage fees. Even if you don't receive any such communication or notice from HP, you will be liable for all overage fees you incur. HP may waive overage fees in connection with promotional offers. Any unused pages will be applied to your rollover page bank. If you decide to cancel your contract and have pages remaining in your rollover page bank, those pages will be forfeited. 5. Pages printed using supplies purchased separately and installed outside of this supply service will be applied toward your monthly page plan allowance. We encourage customers to return used cartridges. See hp.com/recycle for details. 6. HP reserves the right to cancel the contract if the customer consistently prints mono pages in excess of 10% coverage and color pages in excess of 27% coverage for each cartridge. 7. Most secure printers claim applies to HP enterprise-class devices introduced beginning in 2015, and is based on HP review of 2016 published embedded security features of competitive in-class printers. Only HP offers a combination of security features for integrity checking down to the BIOS with self-healing capabilities. A FutureSmart service pack update may be required to activate security features. For list of compatible products, visit <http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4A46-1178ENW>. For more information, visit hp.com/go/printersecurityclaims.

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Solution brief
PRINT@YOUR SERVICE Hassle-free printing. Big savings.

Top benefits.

- Great savings
- No upfront investment
- Convenient premium services
- Flexibility for your growing business
- Predictability for your limited budget

Ultimate convenience
Have more time to focus on your business with convenient services designed to eliminate the hassles of office printing.

Supplies delivered when you need them
Take back the time you spend managing your supplies inventory. The cartridges that pair with your printer will be delivered straight to your door—before you run out!

Support you can count on
Receive assistance with access to premium support services including Next Business Day Onsite Service, Maintenance & Replacement, and Remote Installation Services.

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Select a plan based on your estimated print volumes. If you estimate high, no problem—we'll include your unused pages for up to a year. If you estimate low, we'll automatically add the extra pages you need at the same cost per page.¹

Business smart
Get the flexibility your business needs with predictable payments, adjustable plans, and the latest print technology.

Predictable low monthly payments
Planning and managing your print budget has never been easier with consistent monthly payments.

Adjust as you go
Modify your plan each year to fit with your changing business needs. Visit the customer portal 30 days prior to the anniversary date of your service to change or cancel your plan.²

Keep current with the latest technology
Evolve your business up and down and secure with the ability to refresh your technology every 3-4 years and the advantages of the world's most secure secure printers.³

Visit techzone.com for more information.

Share with colleagues

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4AAG-9904ENW, May 2017, Rev. 2



WARNING

- 12 month contract
- 60/40 monochrome/color
- Minimum volume commitment
- Toner coverage clause
 - 10% mono
 - 27% color

Today's Agenda

1. Rick's Objection Handling Template

Easy to use with any objection!

2. 5 Common B2B Objections

Uncommon responses to common objections!

3. Franchise Best Practices

Hear how your peers are responding!

4. Rapid Fire

Your chance to hear Rick respond to the objections you hear on the spot!

5. 3 Money Making Action Items

Simple things you can do to respond like a pro!



Objection Statistics

- **44%** of people give up after the **1st objection**.
- **22%** give up after the **2nd objection**.

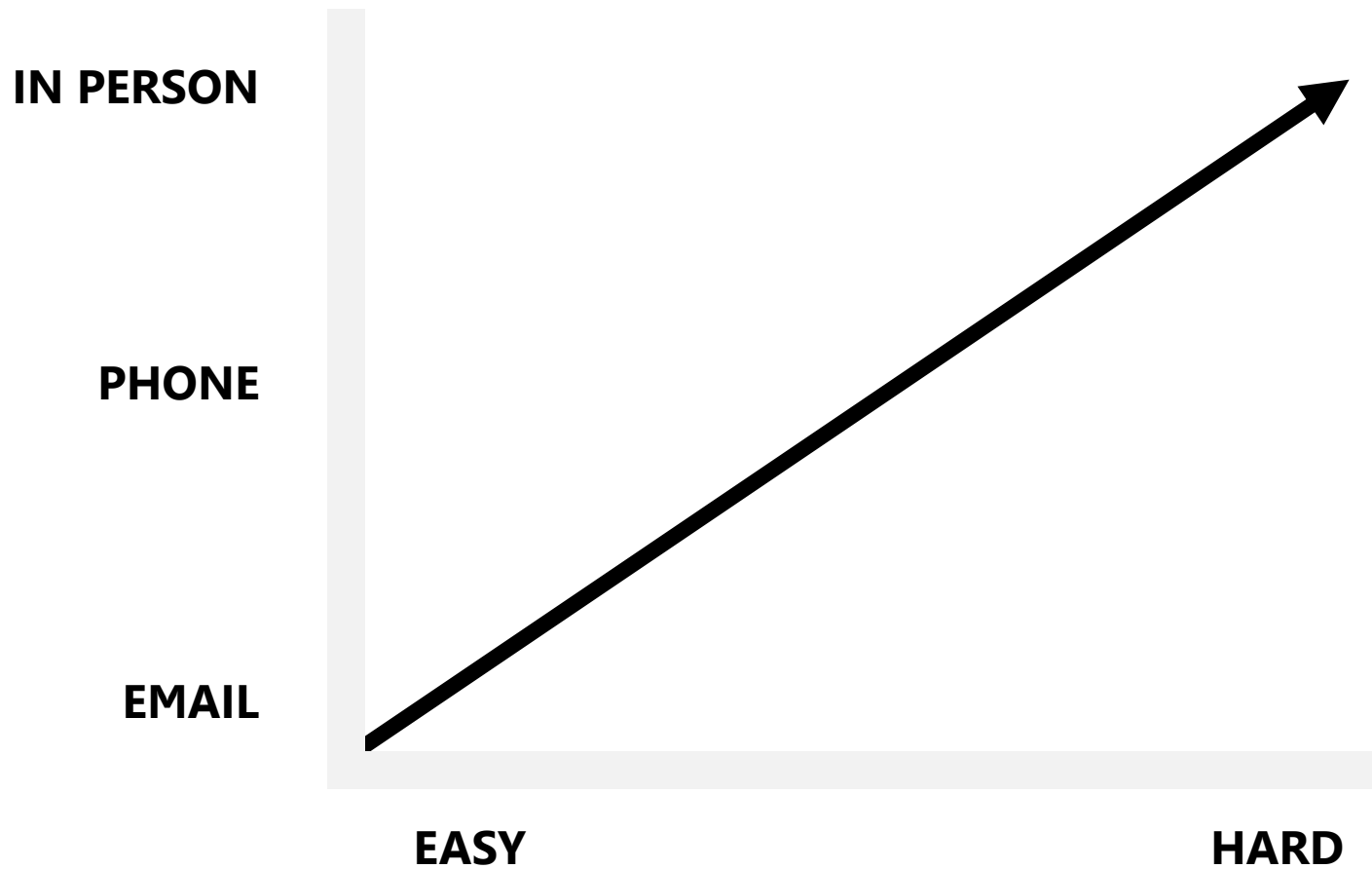


Reasons Why Objections are a 'Good Thing'

- ✓ You know where you stand.
- ✓ You know what the customer is thinking.
- ✓ You have the opportunity to respond.
- ✓ Some objections are buying signals.

Worst Objections: the ones you don't know about.

B2B Objection Matrix



It's harder to object to someone's face than a phone call or an email

3 Popular Response Techniques

1. Feel, Felt, Found

"I understand how you feel. Others have felt that way before and what they have found is..."

2. Shelf the Objection

"Thanks for sharing that, what else are you thinking?"

3. Align, Clarify, Respond, Check if OK



Rick's Objection Handling Model



ALIGN – Show Empathy Not Sympathy

"There is obviously a reason you're saying this..."

"You've obviously got a reason for saying this..."

"That must be frustrating..."

"Thank you for sharing that with me..."

"I apologize – that's not what is supposed to happen..."

CLARIFY – Get More Information

"May I ask what you mean by...?"

"May I ask how I may be able to help you...?"

"What would you like to see as the next steps...?"

"Tell me more about this if you will...?"

RESPOND – Answer / Recommend Next Steps

"What are your thoughts on...?"

"If I could _____ what would you think...?"

"Let's do this..."

"Here's what I am thinking..."

CHECK IF OK – Agree on Next Steps

"How does that sound to you...?"

"Are you happy with that...?"

"Does that sound good...?"

Common B2B Objections

1. We are happy with current supplier/state
2. We're not interested (reception)
3. We have mostly MFPs not desktop printers
4. We only use OEM toner / bad experience in the past
5. Your price is too high





"We are happy with our current supplier / state."



Rick's Pro Response Ideas:

1. World famous 1-10 approach
2. Offer side by side to validate the current value

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"We're not interested." (reception)



Rick's Pro Response Ideas:

1. Talk to about trading in older printers
2. Ask if they order toner reactively or proactively
3. Explain you offer printers and service as well

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" We have mostly MFPs not desktop printers. "



Rick's Pro Response Ideas:

1. That's exactly why I wanted to speak with you...
2. What percentage of your printing is on 11x17 paper?
3. Perfect, and I assume you are leasing those MFPs?

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*“We only use OEM toner /
bad experience in the past.”*



Rick's Pro Response Ideas:

1. Show B2B conversion references –
logos of companies
2. Beachhead strategy - Try to pilot
with one printer

ALIGN – Show Empathy Not Sympathy

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CHECK IF OK – Agree on Next Steps

“How does that sound to you...?”
“Are you happy with that...?”
“Does that sound good...?”



“Your price is too high.”



**Rick's Pro
Response Ideas:**

1. Apologize – maybe I have included too much (ex. Free delivery)
2. Clarify, clarify, clarify
3. Ask to see other quote

ALIGN – Show Empathy Not Sympathy

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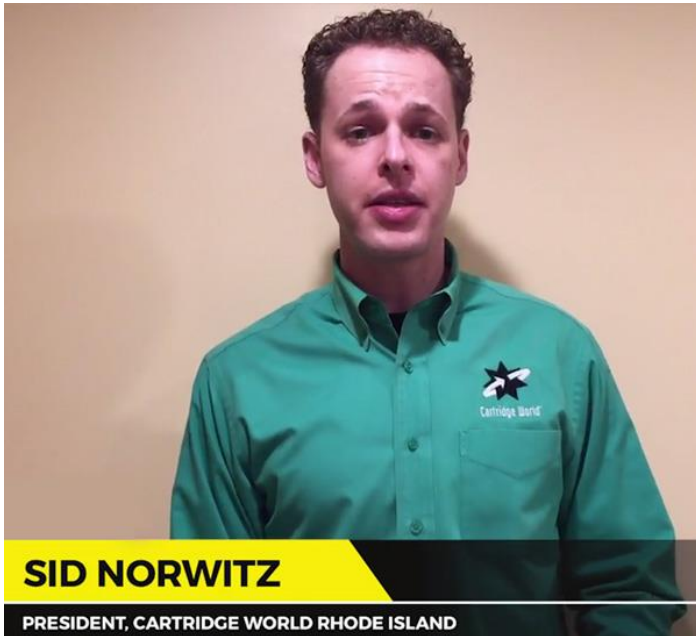
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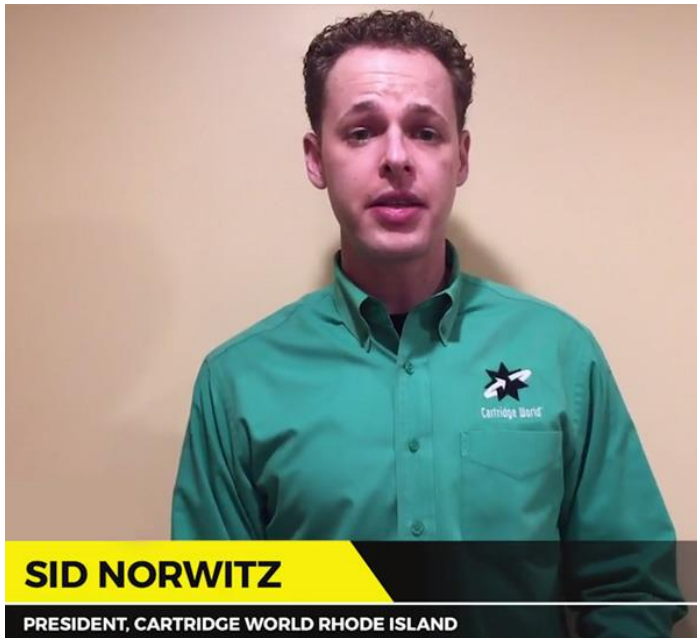
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Cartridge World Franchise Responses



Sid's Response



OBJECTION

Concerns that the Cartridge World printer cartridges won't last as long as OEM.

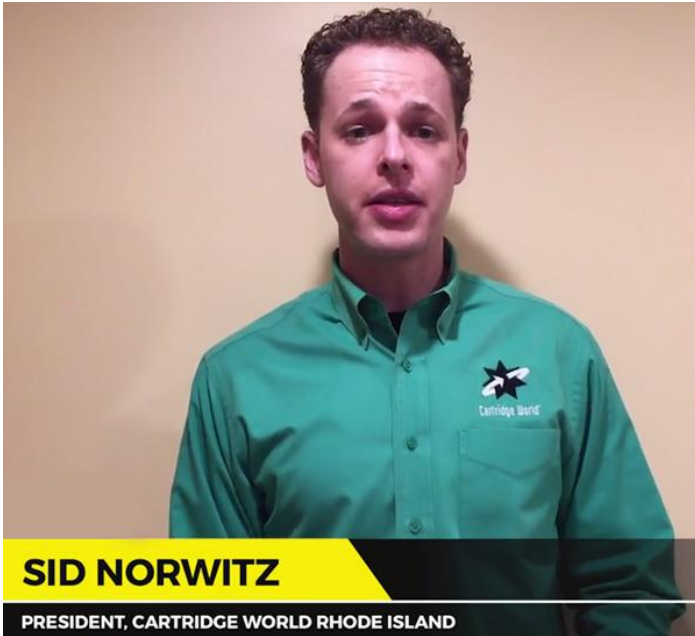
Brooks' Response



OBJECTION

Getting the customer to approve the WBAP agreement.

Sid's Response



OBJECTION

Customer is concerned about non OEM printer cartridge damaging their printer.

Paul's Response



OBJECTION

Customer says it's easier to buy from Staples.

Rapid Fire Objections!



Key Takeaways

- See objections as a “good thing”
- Anticipate objections
- Get information before you give information
- Avoid saying “BUT”



Money Making **Action Items**

1. Review this deck on your own
2. Practice handling common objections
3. Tune into Cartridge World News tomorrow!
4. Email footer
5. Connect Rallio (social media)
6. WBAP Training Module 4 – Objection Handling



Lead Generation Checklist

- ✓ New Lead Generation eBook
- ✓ Connect all Social accounts in Rallio
- ✓ Leverage the new Email Signature
- ✓ Download latest B2B Marketing Kit
- ✓ Complete the B2B & WBAP Training
- ✓ Check your store's Lead Dashboard
- ✓ Q4 is PRINTER BUYING SEASON!



Q4 is Printer **BUYING SEASON**



40%
of annual
print sales

SEPT

DEC

Coming Up!



Cartridge World News August Edition

Featuring Brooks Conkle
tomorrow!



Mike Babcock Monthly Webinar

Aug 24th, 10 a.m. Central

Lead Generation Opportunity
with CertaPro Painters

Call: (719) 325-2630

Code: 360 856 9554 #

<https://cartridgeworldnagmnu.globalmeet.com/AlanWhite>



Q4 B2B Sales Huddle

Sept 21st, 11 a.m. Eastern

Printer Focus for Buying Season!
- Hosted by Sales Coach Rick Lambert
- Time: 60 minutes

Updates

- **Lapsed customers**

Sept - Oct 2017 & quarterly in 2018

CW Marketing want to target and win back your lost customers!

- **FINAL DEADLINE - B2B Selling To Win Training**

\$250 per seat after October 1st



ALAN WHITE
Marketing Manager



RICK LAMBERT
Sales Performance Coach

Questions?