



Department
for Education

Objection Handling for Industry Placements

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Aim of this workshop

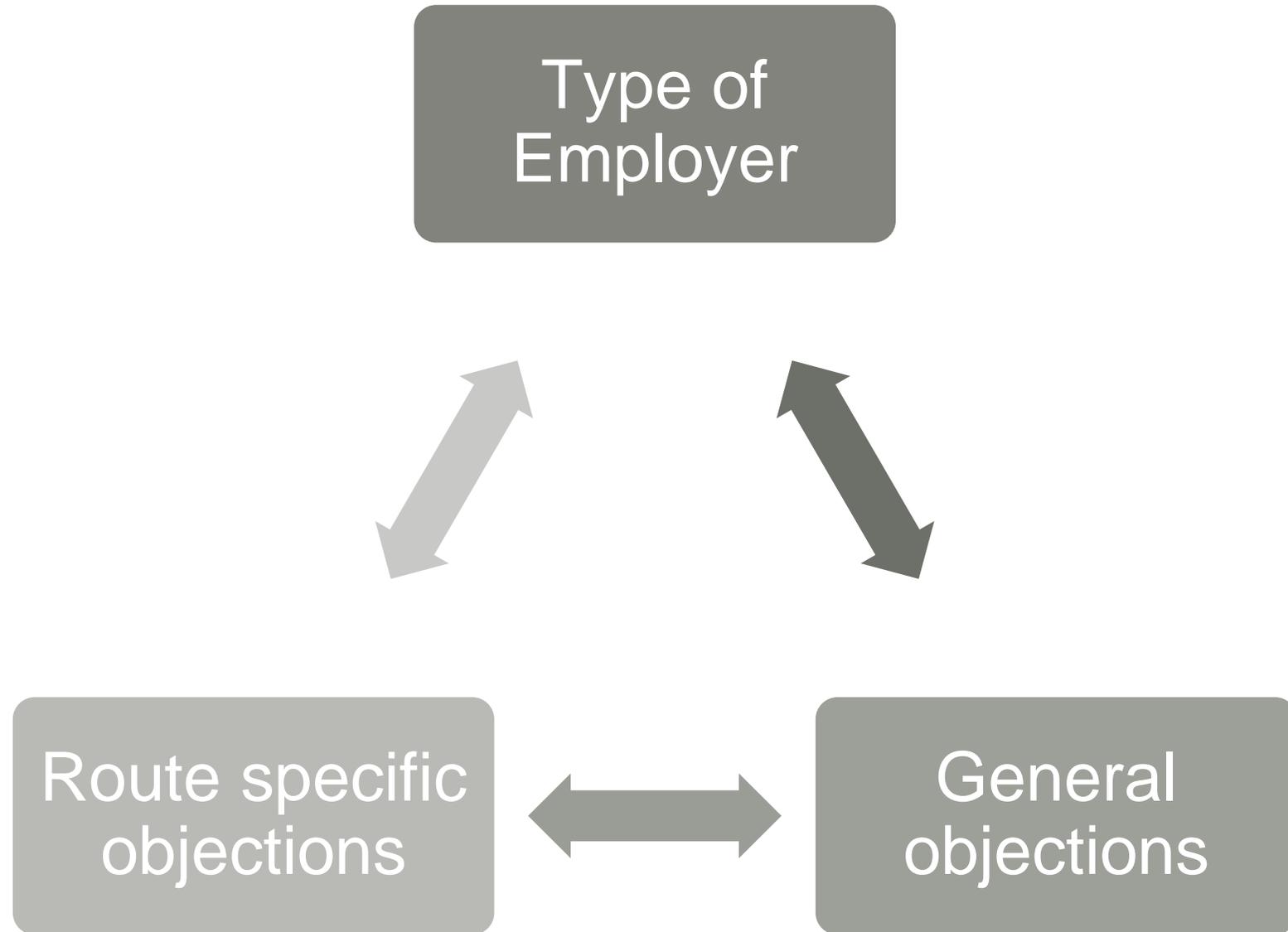
- Gain an understanding of how to manage objections from employers around industry placements

Outcomes

- Recognise there is a simple 7 step process to handling objections.
- Understand objections are a buying signal.
- Develop responses to common objections.
- Develop proficiency to manage objections and share good practice.

Building Rapport

- Know who you're speaking to - name and role
- Matching tone of voice
- Matching language
- Open questions
- Positivity
- Being active



What is an objection?

Dictionary definition:

“A reason or argument offered in disagreement, opposition, refusal, or disapproval.”

In Sales terms:

An objection is a ‘buying signal’ - if you can overcome that objection, then you’re closer to a ‘sale’

The contact has already pictured the issues of taking an industry placement - they’ve visualised them taking an industry placement and thought about what issues may occur.”

7 Step process to handling objections

Step One: Listen and keep silent

- Listen to what the employer is saying
- Take note of the language they are using
- Listen to their tone of voice
- If face-to-face use active listening skills - nodding, good eye contact, open body language, make eye contact

7 Step process to handling objections

Step Two: Collect more information

- Ask some appropriate questions to fully understand their objection.
- **“What do you mean?”** or **“Tell me more about...”**
- Be mindful of their body language and non-verbal feedback.
- Be mindful also of your tone of voice.
- Avoid using words like **“Why?”** and **“But”**, and **“However.”**
- Use an **‘agreement frame.’**
- **“I appreciate what you are saying, and...”**
- **“I respect what you are saying, and...”**
- **“I agree with what you are saying, and...”**

- This will allow you to acknowledge what they are saying, show you have listened and agree with what they are saying and by using the word **“and”** it will allow you to tag in the possibility of a solution.

7 Step process to handling objections

Step Three: Checking you have understood

- Paraphrase or summarise what they have said.
- “So what you are saying is...”
- This demonstrates good rapport and shows you are seeking to really understand the situation from their point of view.
- This part of the process is very important as communication can become easily distorted and by paraphrasing accurately you are setting the field to manage the objection presented.

7 Step process to handling objections

Step Four: Test the objection

- This step is really important.
- You will find out if the first objection is the real barrier.
- Or you may find out it is just a smokescreen for a deeper concern.

7 Step process to handling objections

Step Five: Handle the objection

- This stage is equally important and gives the employer an alternative perspective that may eradicate or deactivate their objection.
- The best way to become excellent at this is to pre-prepare ideal responses to commonly encountered objections.
- Another great way to improve your competence in this specific area is by reviewing any objections after each meeting to build an objections library.
- Some of your responses may be more successful than others, which is why it helps to log the responses that worked well.

7 Step process to handling objections

Step Six: Checking satisfaction

- Checking the employer is satisfied both verbally and by assessing their non-verbal behaviour provides you with feedback you've been successful in handling the objection.
- **“Have I handled this to your satisfaction?”** or **“Does this make more sense now?”**
- If their response is a **“No”** then you'll want to be flexible in your next response.
- With this particular step, your flexibility is a vital part of the process.

7 Step process to handling objections

Step Seven: Ask to move forward/Continue Discussions

- This step ensures you move discussions forward, for example, “**Are you ready to go ahead now?**” or “**Shall I go ahead and prepare the paperwork?**” If the employer says “**No**” then you’ve either not handled their objection to their satisfaction or they have another objection.
- It’s also a valid point to remember that resistance from the employer is usually a sign of insufficient rapport. Therefore, check that you are matching or mirroring them and go back to Step 6. If they are satisfied with your handling of their objection, then ask “**So, what’s preventing you from moving forward with this?**”



General Objections



1. "We don't have the budget."
2. "I need to use this budget somewhere else."
3. "We're already working with another provider."
4. "I'm locked into a contract with another provider."
5. "I'm happy with College X."
6. "Provider X says [false statement about your provision]."
7. "I'm not authorised to sign off on this."
8. "We're being downsized/bought out."
9. "There's too much going on right now."
10. "I've never heard of your college."
11. "We're doing great in this area and have no need for a placement."
12. "It's just not important right now."
13. "I don't see what an industry placement could do for me."
14. "I don't understand your service."
15. "I've heard complaints about you from [provider X]."
16. "We don't have capacity to implement an industry placement."
17. "Your service is just too complicated."
18. "You don't understand my challenges. I need help with Y, not X."
19. "You don't understand my business."
20. "We're happy the way things are."
21. "I don't see the potential for an industry placement."
22. "It's just a fad."
23. "Your service will not work with our current set-up."
24. "Your service sounds great, but I'm too swamped right now."
25. "I'm busy right now."
26. "I'm not interested."
27. "Just send me some information."
28. "Call me back next quarter."
29. "How did you get my information?"

Route-Specific Objections

Digital

Construction

**Education &
Childcare**

Legal,
Finance,
Accounting

Health &
Science

Creative &
Design

Catering

Hair & Beauty

Business &
Admin

Engineering &
Manufacture

Agriculture,
Environment,
Animal



Route Specific Objections

Examples:

Construction:
Card

Young person might need a CSCS

Hair and Beauty:
skill set.

Early placements limited by existing

Digital:

Project-based work limits 1 day/week
placements.

Agriculture,
Environment and
Animal care

Seasonal demand - may need to do
placements in summer

Type of Employer

Type of employer	Pros	Cons
Large regional and national employer	Typically conscious of corporate social responsibility	Can be hard to identify the decision maker
Large regional and national employer	Can potentially offer multiple placements across a variety of routes	Can be a time consuming process
Small-to-medium enterprise (SME)	Easier to identify key decision maker	Concern over staff resources to supervise industry placements
Small-to-medium enterprise (SME)	Can still potentially offer multiple placements	Concern over financial implications – equipment etc.
Freelancer	Can be a quick turnaround – not bureaucratic	Flexibility required – may not have set office premises etc.
Freelancer	Potential for a huge impact – extra pair of hands	Potential issues for insurances

Objections – Share Your Experience

- Each group to discuss what objections they've come across and list their top 5.
- Groups pass their objections on to the next group. Groups are tasked with overcoming those objections and feeding back to the room.



Objections Handling: Do and Don't

Do

1. Maintain eye contact and listen
2. Collect more information
3. Checking you have understood
4. Test the objection
5. Handle objection
6. Check Customer Satisfaction
7. Ask to move forward/Continue Discussions

Don't

1. Over-promise
2. Stop at the first objection
3. Leave it till the last minute
4. Go in unprepared

Useful Links

Access to work:

<https://www.gov.uk/access-to-work>

CDF Guidance on Industry Placements

<https://www.gov.uk/guidance/industry-placements-capacity-and-delivery-fund-cdf-for-academic-year-2019-to-2020>

AOC industry placements guidance resources - employer engagement toolkit

<https://www.aoc.co.uk/industry-placements-guidance-resources>