

# Dealing With Objections



You can expect objections from some of the people you solicit. It's a natural part of the process. Look at objections as a sign that you are doing the job right!

## Remember:

- **IT'S NOT PERSONAL.** An objection is not about you. It's about the idea you are presenting
- **IT MAY NOT BE REAL.** Many objections are "stalls" rather than sincere objections. You may have to ask some questions to get at the real issues.
- **BE SYMPATHETIC.** Listen carefully and sympathize with your prospect. Show concern without agreeing with the objection.
- **DON'T ARGUE.** Arguing automatically puts the person on the defensive and makes him/her feel the need to justify the original objection. Don't be pushy!

## Common objections and suggested responses:

- **I can't afford to give right now.**

**Response:** Empathize! Point out that payroll deduction helps a small donation (as little as \$1) add up over the year. Show the "What Your Dollar Buys" sheet. Graciously accept "no" for an answer if the person declines again. Let them know about volunteer opportunities. Thank them for their time.

- **CFC overhead costs are too high. I'd rather give directly.**

**Response:** Don't argue! Example: "I understand where you're coming from. Being concerned about overhead shows that you care. I actually looked into that very issue myself, but what I found out is that most charities actually prefer CFC over direct contributions... cite payroll deduction, overhead costs, budgeting, etc. (Note: CFC's 8% overhead is extremely low compared to national averages.)"

- **I disagree with some charities in the CFC, and don't want any of my money going there.**

**Response:** "I know where you're coming from. I looked into that very thing, but what I found out is that by designating your pledge, not one penny of your money goes anywhere but to the charities you select. The CFC is audited annually to make sure of that. And by designating, you're actually "voting" for causes you support and you can make sure more of the undesignated CFC money gets funneled to the charities you believe in."

- **How do I know the charities are actually getting my money?**

**Response:** "It's a fair question. I researched that and found out that the CFC is audited every year by an independent CPA firm to verify that all designations and pledges are honored. It's one of the main reasons I support charities via CFC, because I know those charities have been screened by my peers and that my selected charities will get my pledge."