



What is an Objection?

INSIDE SALES ACADEMY | CONFIDENTIAL

What is an Objection?

An objection is an explicit expression by a buyer that a barrier exists between the current situation and what needs to be satisfied before buying from you

Why do you get objections ?

Why is coping with Objections Hard?

- I feels like a personal attack; so I get defensive
- I dealt with similar objection before, so I assume, I already understand the customer's concern
- It feels like a personal attack— so I go on the attack - “no that's not correct”
- I go into tell mode
- The customer is only raising a sensible question, but I escalate it into and full-blown objection



Why does a customer raise an Objection?

1. Skepticism
2. Concerns
3. Misunderstandings
4. Current/ past complaint with their Vendors
5. Real obstacle
6. No compelling reason
7. Don't recognize benefits and advantages



Why we get Objections?

Price/Cost

Budget

ROI concerns

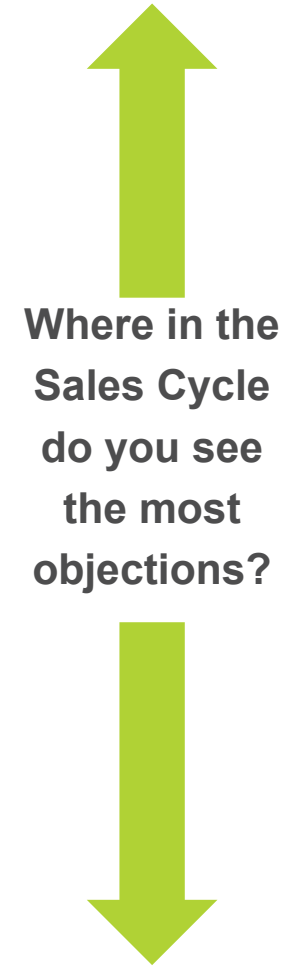
Trust/Relationship

To Stall

Sometimes to
Test you!

When do Objections Occur?

Forecast Category	SFDC Sales Stage
Pipeline	1 – Qualified lead
	2 – Qualified Op
Upside	3 – Tech Differ.
	4 – POC in process
Strong upside	5 – Tech Win
Commit	6 – Commercial Win
	7 – Order w/partner
	8 – Closed Won
	9 – Closed Lost / Disqualified



Did we cause the objection ourselves?

- We don't listen
- We haven't sold the value
- Gone straight to a solution
- Didn't check they understand
- Don't use their point of view



What are the most common Objections?



Types of Behaviors

Aggressive

Emotionally charged and can be perceived as threatening

Displays a lack of interest in the customer's view

Example: "No, I can't do anything about the price. It is what it is."

Compliant

Non-definitive and usually demonstrates a lack of confidence

Displays a reluctance to address issues and conflicts

Example: "I'm sure I'll be able to take care of that."

Assertive

Is a balanced behavior that positively supports use of selling skills

Displays a desire to resolve and instills confidence

Example: "Let me make sure I understand your concern"



Assertive Behaviour

What We Say

How We Say It

How We Look or Sound

- Is factual communication
- Shows confidence
- Demonstrates empathy
- Shows emotions are being managed
- Balanced protecting your and the customer's interest
- Says "I am professional"



How to Resolve Objections



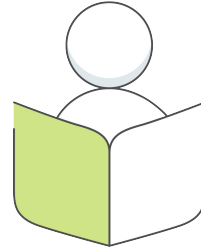
Listen

- Don't React
- Resist the urge to fill any silences
- Ask if this is the only objection



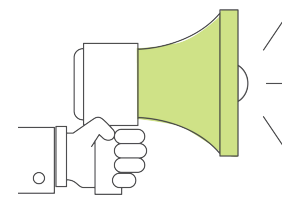
Empathize

- Try to understand how the customer feels
- Why does he/she feel this way?



Discover

- Ask Open Questions
- METRICS,
OPINIONS
- IMPACT, CHANGE



Respond

- Choose a Response Strategy



Validate

- Is this objection closed?
- Are they acting as though it's closed?



Make Sure

- Have you listened to the customer?
- Have you shown the customer that you are willing to listen and empathize with his/her issues?
- Do you understand the basis of the objection/concern?
- Have you asked questions to uncover further information?
- Have you identified the type of objection you are dealing with?

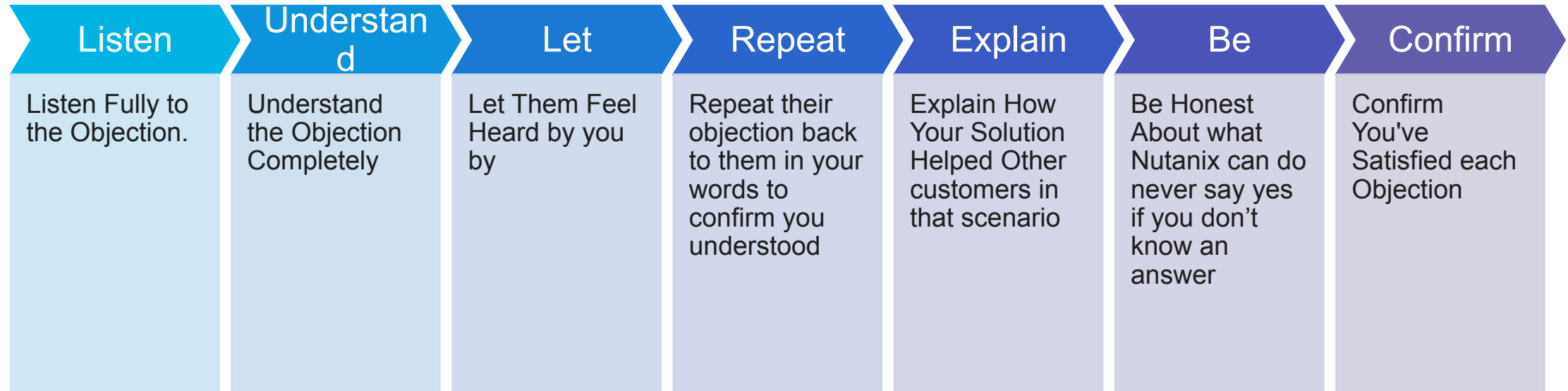


Call to Action

- Demonstrate assertive behavior
- Respond rather than react to objections as they are raised
- Listen, Empathize and Discover needs and concerns
- Once you understand the type of objection your customer is raising, use a strategy in response
- Validate that you have met the appropriate objection
- Gain commitment as you move through the sales process



Process for overcoming Objections



Some of our Common Objections

- I've heard Nutanix is expensive
- There's No Time to look at anything Right Now
- I Need to Talk to My Team
- I Had a Bad Experience with a POC last year
- We Only Work with set Partners on our suppliers list
- We went with VSAN a couple of quarters ago
- Don't have budget
- Now is not a good time to talk
- I know what you do but I'm not interested
- Getting around the gate-keeper
- Already completed a DC Refresh last year
- We have no current projects

Common objections – Guideline to overcome them

Objection: I know what Nutanix do, but I'm not interested:

Assumption: Don't understand our value or solutions.

Response: That's great, how do you know of us? How long ago was this? Have you previously met with us?

We now offer 17 solutions helping our customers to bridge the gap between Public & Private Cloud and much more. Could you spare some time on XX or XX for a catch up? (then explore what their focus is this year)

Common objections – Guideline to overcome them

Objection: Already invested in another competitor, not interested.

Assumption: Nutanix offers them nothing of further value

Response: That's great, what have you deployed? (Finding out, Is this their Core Infrastructure? All to Public Cloud? Outsourced?)

It's great you have invested in... many of our clients use...hardware alongside Nutanix. Explore alternative areas i.e. DR, Cloud Optimisation etc. **If outsourced:** When will this be reviewed?

What are your IT initiatives for the coming year?

Common objections – Guideline to overcome them

Objection: Email only

Assumption: Sales Call – My job it to block this Manager is too busy for all these sales calls

Response: I have tried that, it's very important please, could you put me through? If still No, ask is there anyone else in the team you could speak with or can that person you are speaking to if they can help you get in touch?

Alternatively, try calling during lunchtime and see if a different person answers and puts you through!

Common objections – Guideline to overcome them

Objection : Cloud first Strategy/Everything is moving to AWS/Azure/GCP

Assumption-Do not understand what we do at Nutanix

Response: 40% of our customers have a cloud first strategy and we have helped them with their cost control, elastic and predictable workloads. What is the driver behind your cloud first strategy? Are you using AWS/Azure? GCP? When you understand what they are doing and why, then respond accordingly. Highlight the benefits of Beam and quote a use case to secure a meeting. IDC recommend 25% on Prem (WL that spike, seasonal requirements) 75% (Predictable WL i.e. Email)in Public Cloud

Common objections – Guideline to overcome them

Objection : Already Using Public Cloud

Assumption-Do not understand what we do at Nutanix

Response: That's Great you understand the value of Public Cloud. Would you give me your top 1 or 2 reasons for this? Then respond... If I could show you the value of having your own Private Cloud on Prem which is secure and as easy to manage as public could and which will lower your IT Spend would that interest, you?

Common objections – Guideline to overcome them

Objection: C Levels won't take direct calls

Assumption- Protecting the time of the CIO

Response: Ask for the gate keepers name, use their name ask for advice i.e. what is the best way to communicate, are you their PA could you possibly help?

As a rule: If you are trying to engage with “C Levels” make sure you plan properly. Speak to others in the IT Team to learn what they are working towards so when you get to the C Level you have a knowledgeable conversation that will interest them and provide value which will gain their interest in hearing more about what Nutanix have to say. Using Persona relevant pitches to ensure you have a value conversation that's relevant to them and having relevant use case and companies to name drop works very well.

Ask the PA for help and craft a clear email including the above and request she asks on your behalf at their next catchup and schedule a call back with the PA to learn the outcome of the interest

Common objections – Guideline to overcome them

Objection: I had a bad experience with a POC previously with Nutanix

Assumption: Nutanix failed and didn't meet expectations

Response: Sorry to hear this: When? Where? & Why was the POC unsuccessful/not meet expectations? Listen fully.

Have they found an alternative solution? Explain we now have 16 solutions and explore what is on their agenda for this year.

Common objections – Guideline to overcome them

Objection Downloaded White Paper

Assumption – Looking at specific information for what?

Response: I see you have been looking at information around.....
(do not say You downloaded a white paper).

I wish to learn what has sparked your interest in this and to find out if a call with your account manager would be beneficial to you.
Would you be kind enough to explain what you are researching?

Common objections – Guideline to overcome them

Objection: I am putting everything into the cloud

Assumption: To remove everything off prem

Response: That's is great that's exactly what I wanted to talk to you about. Nutanix compliment the cloud providing a true Enterprise Cloud Platform enabling our customers to have the simplicity of public cloud on prem by providing a secure private cloud. We helped our customers save up to 1.7 mil over 5 years and they have predictable IT costs going forward. If I could show you how we have achieved this would this be of interest to you? OR would you allow me another 30 seconds to tell you about a customer use case?

Proof Points - Close after the objection. What size are your workloads? What's the flexibility of the workloads? What is driving that decision? you looking into the cloud- that is our strategy

Common objections – Guideline to overcome them

Objection: We went with VSAN a couple of quarters ago.

Assumption: They think they know Nutanix, but don't know all our use cases

Response: That's great, around 60% of our customers use VMware on Nutanix for projects like Physical to Virtual migrations, VDI and cloud. I would like to see if we can show you the same value, we've shown them.

What current initiatives are you engaged in? would you be open to hearing more over a brief WebEx?

Common objections – Guideline to overcome them

Objection: I don't have the budget

Assumption : Nutanix is too expensive or simply have had budget pulled

Response: I understand. We are not seeking a deal at this time; we don't sell direct as we are the manufacturers. What will be your next areas of focus when things do start to move again? and when is that likely to be? I would like to arrange a brief WebEx for you perhaps next Tuesday XX to share information on how we helped a similar customer to yourself to improve XXX and save XXX

Common objections – Guideline to overcome them

Objection: Now is not a good time to talk

Assumption: Another Sales Call/Doesn't know the value of Nutanix or why they should give you their time

Response: I fully understand, but would you allow me 30 seconds to briefly explain the reason for my call and why I think it is important to get some time with you either now or perhaps later today?

The Nutanix logo is centered in the upper half of the slide. It features the word "NUTANIX" in a bold, blue, sans-serif font. The letter "X" is stylized with a green-to-blue gradient. A small "TM" trademark symbol is positioned to the right of the "X". The logo is overlaid on a large, light blue, semi-transparent "X" shape that spans the width of the slide.

NUTANIX™

Thank You

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