

# Special Class:

## Handling Pandemic Related Objections

### Handout / Worksheet

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#### This is the Hospice and Home Health Care Sales Process:



#### Steps in the Sales Process:

- Value Proposition – at the core of the sales process is your value proposition(s)
- Time and Territory Management – to be effective you must manage time, geography, rating of accounts and frequency.
- Targeting – you cannot be all things to all people. You must prioritize your time to spend on the best opportunities at all times. In the right accounts, talking to the right people.
- Ask Intelligent Questions – at the core of all great sales processes is needs assessment. There are two types of questions – qualifying and probing.
- Present Solutions and Gain Commitment – once you have determined the account's problems, challenges and frustrations, you are able to present your solution to their stated problems and ask them to use it. Closing becomes very easy when you use this approach.
- ***Handling Objections – you get objections when you are asking people to make a commitment. If you are not getting objections, you are not asking for their commitment. If you are able to handle the top 5-6 objections you will be set 90% of the time.***

**During the Current Pandemic, Hospices and Home Health Organizations Have to Adjust to the Many Changes, Especially Those Related to Access to Referral Partners and Patients. Here are Some Easy Ways to Handle the Expected Current Pandemic Related Objections Including:**

- *We don't allow sales reps during this pandemic*
- *We are too busy to talk with you*
- *Patient or family do not want outsiders in their home*
- *Existing patient / family do not want our staff to visit*
- Use Feel, Felt, Found method of handling objections

**Handling an objection is simply providing a logical reason to have further conversation**

**Handling Objections:**

- Handling an objection is simply providing a logical reason to talk with your referral partner further, nothing more and nothing less.
- First rule is that no matter what, it's ok
- Instant reverse:
  - That's exactly why I'm here!
  - So glad we are having this conversation.....
  - Thanks for bringing that up.....
  - I completely understand....
  - If you are not getting objections, you are not asking them to make a commitment / closing

**Feel, Felt, Found:**

- Feel, Felt, Found is a formulaic process
- Follow the process to handle all types of objections, except Service Delivery Failures
- When in doubt, just follow the formula!

**Feel, Felt, Found Formula:**

- The **Feel** statement is to make it o.k.
- The **Felt** statement is to let them know they are not alone (no one likes to be the Lone Ranger)

Felt creates a group of people either similar to the person you are talking with or a group that person might aspire to be a part of.

- The **Found** statement is to let them know that the others like them found your solution was perfect for them. (Note: You don't have to use the words feel, felt, found but the most impactful is Found.)

**Feel, Felt, Found Tips:**

- **Feel** statement reassures the person
- **Felt** statement should create as large of a group as possible
  - Never Lie! Do not make up your Felt statement.
- **Found** statement is the most powerful part of your handling of the objection

**Handling Objections:**

After you have handled the objection you want to either:

- Go back to your previous question or statement that drew out the objection
- Try a second close
- Ask another probing question
- Handling the objection is simply a bridge from them saying goodbye to continuing the conversation.
- This will increase your probability of success dramatically!

**Handling Objections:**

- Use what you know about the account when handling the objections
- Base your Feel statement on the situation – be empathetic – make it about Them!
- Use the problems, challenges and frustrations in the Felt statement
- Use your known value propositions for this account in the Found statement

*Some objections are not real! (People lie)*

## **Current Pandemic Related Objections:**

### **Objection: We don't allow sales reps during this pandemic.**

**Feel:** Totally understand

**Felt:** Most of my best accounts told me the same thing this week,

**Found:** What they found was that we made their lives easier and saved them time by developing a customized communication protocol that observed their new policies but allowed their patients access to in-home delivered care.

**Next Statement or Question:** Tell me about some of the challenges you are having with patients that you do not want coming into the office or going to the ER.

### **Objection: Patient or Family: Don't Want Anyone in Their Homes**

**Feel:** Completely understand how you feel

**Felt:** We have heard that a lot from other patients

**Found:** What these patients have found is that by having our staff come to their residence, we are able to keep them out of the ER and hospital and keep them safe at home. That's why your doctor asked us to come out.

**Next statement or question:** Tell me your concerns and let's discuss what makes the most sense for you.

### **Objection: Referral Partner: Patient or Family Does Not Want Outsiders in Their Home**

**Feel:** Completely understand how they feel.

**Felt:** We hear that a lot lately.

**Found:** What these patients have found is that by having our staff come to their residence, we are able to keep them out of the ER and hospital and keep them safe at home.

**Next statement or question:** Which of your higher acuity patients are you most worried about?

### **Objection: We Are Not Referring to Hospice during the Pandemic.**

**Feel:** Totally understand how you feel.

**Felt:** As a matter of fact, some of my best referral partners told me the same thing the first time I spoke with them after the shutdown.

**Found:** What they found was that they had patients for whom they were running out of treatment options, whose fragile condition made them high risk for COVID-19 and we were able to keep them safe in their homes and out of more dangerous environments such as the ER or even your waiting room.

**Next Statement or Question:** Tell me about those high-risk patients who you are most concerned about as they approach end of life, and want to keep safe in their homes.

### **Objection: We Are Not Referring to Home Health during the Pandemic.**

**Feel:** Totally understand how you feel.

**Felt:** As a matter of fact, some of my best referral partners told me the same thing the first time I spoke with them after the shutdown.

**Found:** What they found was that they had patients who they were very concerned about and we were able to keep them safe in their homes and out of more dangerous environments such as the ER or even your waiting room.

**Next Statement or Question:** Tell me about the patients who you are concerned about and want to keep safe in their homes.

**Objection: We Are Not Seeing Patients during Pandemic – Using Telehealth to See Most Patients**

**Feel:** That is great to hear.

**Felt:** Other Internal Medicine practices I work with have told me the same thing.

**Found:** What they found was that they had patients who would benefit from an extra level of care and we could send our staff in when needed to keep them safe in their homes and out of more dangerous environments such as the ER or your waiting room.

**Next Statement or Question:** Tell me about the patients who you are seeing via Telehealth and are concerned about and want an extra level of care to keep safe in their homes.

**Current Important Objection For Your Care Team:**

**Objection: Patient or family tells our office they don't want our staff to visit**

**Feel:** Completely understand how you feel.

**Felt:** We have heard that a lot from other patients

**Found:** What these patients have found is that by having our staff come to their residence, we are able to keep them out of the ER and hospital and keep them safe at home. That's why your doctor asked us to come out.

**Next statement or question:** Tell me your concerns and let's discuss what makes the most sense for you.

**Note:** A Home Care Association of New York State (HCA-NYS) survey found that nearly half of agencies have experienced patients (or family members) refusing entry of home care personnel. Many patients (and their families) are already quarantined, staying in place, or social distancing. Some patients are denying service because they appreciate their nurses so much that they do not want to risk getting their nurse sick during an in-person encounter.

Thank you for all that you do to bring the gift of hospice and home health to your communities. Please let us know how we can help support you.

**Questions?**

Submit them by email to:

[Michael@healthcarestrategica.com](mailto:Michael@healthcarestrategica.com)

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