



United Way  
of Clinton County, Iowa

## How To Manage Questions

Keep the following points in mind:

1. An objection is NEVER DIRECTED AGAINST YOU, it is directed at the idea.
2. Most objections are STALLS rather than sincere objections. It takes more work to uncover the real issues. When it sounds like “no”, it is probably “tell me why I should.”
3. Listen carefully and sympathize. Do not agree if the person’s facts are incorrect, but listen with an open attitude and reflect their objection back to them.
4. You can handle an objection by DEFLECTING THE ISSUE AND PROVIDING MORE INFORMATION, responding that you do not know the answer but will find out and GET BACK WITH THEM if necessary.
5. Please be sure NOT TO ARGUE. An argument can force the person to defend and cause resentment. As a campaign volunteer, winning an argument may lose their support.
6. Encourage your prospect to talk or FOCUS ON SOMETHING POSITIVE within their objection. The person may have a cause important to them or struggles of their own. Any of these objections can be reflected in a positive way. This may allow the person to realize the positive outweighs the negative.
7. Above all, RELAX AND BE YOURSELF. Your job is neither to match wits with your prospect nor overwhelm them with rhetoric. You have an important message to present so present it in an absolutely straight-forward manner.