

INTERNATIONAL
FUNDRISING
CONFERENCE
BOSTON, MA
MARCH 20 - 22, 2016



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EMBRACING OBJECTIONS “When the Donor Says No”

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Sanford Institute of Philanthropy

- The Sanford Institute of Philanthropy is dedicated to Cause Leadership through the combined efforts of fundraising, board development and community engagement through better communication and management.
- It also addresses the number one concern of nonprofit leaders...fundraising and donor development.



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Cause Selling Relationship – The Sanford Way

PHASES	TRADITIONAL MODEL OF "ASKING"	PERCENTAGE OF TIME SPENT IN EACH PHASE	PHASES	RELATIONSHIP MODEL OF "ASKING"	PERCENTAGE OF TIME SPENT IN EACH PHASE
APPROACH	TELLING	10%	APPROACH	BUILDING TRUST (RAPPORT)	40%
IDENTIFYING NEEDS	QUALIFYING	20%	IDENTIFYING NEEDS	PROBE, ASK, QUESTION & LISTEN	30%
MAKING THE PRESENTATION	PRESENTING FEATURES	30%	MAKING THE PRESENTATION	SELL BENEFITS	20%
RESISTANCE & GAINING COMMITMENT	CLOSING LONG & HARD	40%	RESISTANCE & GAINING COMMITMENT	REASSURE "ASKING THE ASK"	10%

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Cause Selling Cycle – The Sanford Way



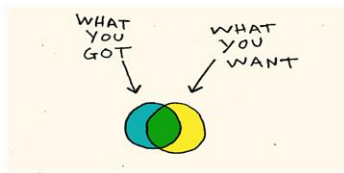
It's About a Process

- Prospecting
- Pre-Approach & Plans
- Approaching the Donor
- Needs Discovery
- Making the Presentation
- **Handling Objections**
- Gaining Commitment "ASK"
- Service After the Gift

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Embracing Objections

What Do You Want?



Tell Us!

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Cause Selling

Handling Objections

- Resistance Happens
- Know the Real Objection
- Know How to Address the Objection to the Favor of the Donor
- Know if there are Situations Beyond Your Control
- When You Go for the "Ask" it Should be a Natural Progression



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Let's Redefine Objections:

- Objections Reveal Interest
- Objections Are Even Better Than Questions
- Not Every Objection Must Be Addressed
- Donors Object for the Same Four Reasons

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Donor's Four Reasons to Object

- Are You Doing Important Work?
- Are You Well Managed?
- Will My Gift Make a Difference?
- Will the Experience be Satisfying for Me?



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Embracing Objections

Types of Objections:

- The Stall or Put-Off
- The Searcher
- The Hidden Objection
- The Stopper



Embracing Objections

Types of Objections You Get

Types of Objections:

- The Stall or Put-Off
- The Searcher
- The Hidden Objection
- The Stopper

Embracing Objections

You Must Get to the
Heart Of the
Objection!

Keep Digging!



Embracing Objections

Categories of Donor Objections:

- Objects to The Organization
- Objects to The Fundraiser
- Aversion to Decision Making
- Gift Objection



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Embracing Objections

Categories of Objections You Get

Categories of Donor Objections:

- Objects to The Organization
- Objects to The Fundraiser (Hidden)
- Aversion to Decision Making
- Gift Objection (Possibly Hiding Real Objection)

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When to Answer Objections...



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Embracing Objections

Four Logical Times for Responding

- Anticipate and Forestall Objections
- Postpone the Answer
- Answer Immediately
- Do Not Answer an Excuse



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Logical Times for Responding

Anticipate and Forestall Objections

- Only When You Are Certain it Will Come Up
- Needs to be a Calculated Risk
- Prevents Future Confrontation
- Show Objectivity



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Logical Times for Responding

Postpone the Answer

- Time to Present More Benefits
- Time to Reduce Significance of Objection
- Allows You to Maintain Control
- Time to Think



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Logical Times for Responding

Answer Objection Immediately

- Allows the Donor to Concentrate on the Rest of the Story
- Shows You Are Sincere
- Prevents Inference That You Are Unable to Answer
- Some Donors Just Want a Direct Answer - Now!



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Logical Times for Responding

Don't Answer an Excuse

- Not Acknowledging...Separates It From an Excuse
- If It's Real...They Will Repeat Objection
- You Suggest the Excuse is Not Relevant
- Implies Bringing Up Again is Not Necessary



Embracing Objections

Logical Times for Responding

Four Logical Times for Responding:

- Anticipate and Forestall Objections
- Postpone the Answer
- Answer Immediately
- Do Not Answer an Excuse

Embracing Objections

“When the Donor Says No”

Make it Easy...Remember This...

Observe and Hear the Prospect Out
Be sure to Understand It
Just Acknowledge It
Elect Technique to Use
Communicate Answer to Objection
Try to Close



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Answering Objections

Observe & Hear the Prospect Out

Listen carefully and hear the prospect out. Learning to listen is not difficult, just unusual. We were born with two ears and one tongue. Listen twice as much as you talk. The donor will tell you what you need to know. Just listen!



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Answering Objections

Be Sure to Understand It

The key is to clarify and classify the objection. What type of objection is it and into what category does it fall?



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Answering Objections

Just Acknowledge It

Prepare the prospect for your answer. Don't just tear into your answer. After all, donors must have their reasons for objecting. Show concern for their feelings. Practice empathy.



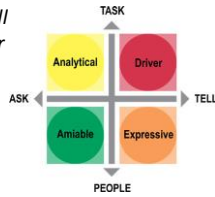
Horizontal lines for writing notes.

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Answering Objections

Elect a Technique to Use

No one technique works best for all prospective donors. It must fit your behavioral style as well as that of the prospect.



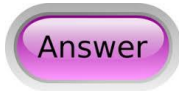
Horizontal lines for writing notes.

Embracing Objections

Answering Objections

Communicate Answer to Objection

The answer must satisfy the donor if a gift is to result, and it must be complete. Get a commitment from the prospect.



Horizontal lines for writing notes.

Embracing Objections

Answering Objections

Try to Close

If the close is not successful, continue the presentation. After answering a major objection, ask for the gift again. The worst that can happen is that the person will say no. If that happens, continue with the presentation.



Embracing Objections

Techniques for Negotiating Objections

1. Feel, Felt, Found
2. Compensation or Counterbalance Method
3. Ask Why? (Or a Specific Question)
4. Deny the Objection
5. Boomerang Method
6. Curiosity Method
7. Deflection Method



Embracing Objections

Techniques for Negotiating Objections

Feel, Felt, Found

I can understand how you feel. I have had other donors who felt the same way until they found out...

Feel,
Felt,
Found

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Techniques for Negotiating Objections

Compensation or Counterbalance

Method

Admit that your organization does have the disadvantage that the donor noticed and then immediately point out how the objection is overshadowed by other specific benefits.



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Techniques for Negotiating Objections

Ask Why? (Or a Specific Question)

What is it that you don't like about our...?



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Techniques for Negotiating Objections

Deny the Objection

I'm sorry. I don't believe I fully understand what you are saying...



If I gave you that impression, I certainly do apologize. I really must have stated my position poorly; please let me correct it for you...

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Techniques for Negotiating Objections

Boomerang Method

There is no question that our charity is relatively new to women's rights; that's why we are so eager to build awareness for the cause. In fact, our "new" status is what most of our donors love most about us. We have the freshest, most eager team that are so fired up about our cause that we've already doubled the number of women we hoped to help this year, and those numbers are growing exponentially [provide evidence of this statement].



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Techniques for Negotiating Objections

Curiosity Method

Really? I was wondering why that is...?



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Techniques for Negotiating Objections

Deflection Method

Yes, I see what you mean—that's a good point. Now, I don't believe we've discussed your...[as you continue on to next question or point].



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Let's Practice

- Try Some of Our New Techniques...



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Embracing Objections

New Prospect & Fundraiser Meeting

- Presenters: One Fundraiser Presents to One Donor
- Report Observations & Provide Feedback



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Embracing Objections

Existing Donor & Fundraiser Meeting

- Presenters: Two Fundraisers Present to One Donor
- Report Observations & Provide Feedback



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Embracing Objections

Lapsed Donor & Fundraiser Meeting

- Presenters: One Fundraiser Presents to One Donor
- Report Observations & Provide Feedback



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Embracing Objections

Let's Bring it All Together

- ✓ Define Objections
- ✓ Reasons Why Donors Make Objections
- ✓ Types of Objections
- ✓ Categories of Donor Objections
- ✓ When to Answer Objections
- ✓ Techniques For Negotiating Objections



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Questions & Comments Encouraged



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What's Going to Change?

What are 2 Things You Will Do Tomorrow Based on What You Learned Today?



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We Enjoyed Our Time with You Today!
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