

Overcoming Objections (Sales + Account Management)

“WE DON’T NEED THIS SERVICE BECAUSE...”



1.
“Can’t
ADD COSTS?”

Objection: “...can’t add costs to our relocation program.”

Response: “*For less than 1% of the expense for an international move (and less than 2% for domestic) you can provide a zero-defect service for the spouse/partner that can serve as an insurance policy to protect your ROI and bolster the success of your relocation. May consider reallocation of funds (extended temp housing, home visits).*”

2.
“Just give a
LUMP SUM?”

Objection: “...we just give a lump sum so the family can do what they want with it.”

Response: “[What’s most important to the client? Cost controls or transferee satisfaction?] If the purpose of a lump sum is to control costs and avoid exceptions, you are still going to run into circumstances where the spouse has unmet needs. Oftentimes, a **one-size-fits-all spousal allotment does not guarantee a satisfied customer**. Alternatively, an REA coach can assist with employment guidance, assist with local connections, offer a support system for building confidence, help bolster coping skills, and provide an outlet for the spouse to communicate – a lump sum does not offer any of these important benefits. Many client companies have incurred **cost-savings** when they made the switch from lump-sum to this customized managed service, and provided the benefit at a **much lower price point with more satisfied spouses and partners.**”

3.
“No one ever
ASKS?”

Objection: “...no one ever asks for this service, so I don’t think it is important to them.”

Response: “[Our most experienced mobility clients ask us, “When in policy, who **WOULDN’T** want this program?”] Among the other more traditional services involved in relocation, spousal support is not what you’d think of first...but a **positive customer experience for the entire family is always paramount**. It offers a way for the client to show transferees they want to **set them up for success**. And what better way to achieve that relocation success but by offering a high-value service specific to the needs of the spouse? Also, the challenge of a dual careers in relocating households adds significant pressure on a moving family (loss of income, etc.), and keen interest in this type of support becomes more important to transferees the more they learn about its economic benefits.”

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4.
“Streamlining to
DIY?”

Objection: “...we are streamlining our services to more DIY type of relocation platforms.”

Response: *“For the more budget-conscious client seeking options that are predominantly online and oriented to the do-it-yourself customer experience, we have programs offering self-directed career resources with a complement of live coaching hours to provide on-demand virtual support.”*

5.
“Most spouses
DONT WORK?”

Objection: “...most of the spouses don't want to or need to work anyway.”

Response: *“Lifestyle Integration is a key part of the REA program. A Coach will assist the spouse/partner in finding support groups, local interest networks, exploring volunteer options or education/training, and introducing them to local people/resources to ease the settling-in experience and help them make connections/friends. This is critically important for spouse/partner satisfaction and a positive experience for the family.”*

6.
“VISA
Issues?”

Objection: “...the spouses will have visa issues, so there's no need for this service.”

Response: *“REA Coaches are familiar with the various visas and work authorization requirements and can help the accompanying partner better understand what they can and can't do while on assignment. The Coach can also help with the planning and preparations for the partner's job search once a path to work eligibility opens up (e.g. EAD application is accepted). In the meantime, a coach's support can assist with exploring other meaningful pursuits (e.g. education, internships, volunteering, self-employment) in the new area so that the spouse's/partner's time in the host country is fulfilling and enjoyable.”*

7.
“Just returning
HOME?”

Objection: “...the families are just Returning Home (Repatriating)”

Response: *“The home country hasn't changed but the family and their expectations may have. Studies show that a return to one's home location can be **more challenging** than a move abroad. The REA Coach can help **ease the re-integration process** and provide the spouse/partner and family with the tools to make a smooth re-entry.”*