

NaRCAD Tip Sheet:

Handling Objections & Obstacles



If a Clinician:	Try Doing This:	While Considering:
Rejects your information without much consideration...	<ul style="list-style-type: none"> • Ask him/her to elaborate on the rejection • Allay any fears by explaining exactly what the academic detailing service is attempting to accomplish, and your role in the project. 	<ul style="list-style-type: none"> • It might be because of lack of time that day, in which case you should arrange for another time to meet. • There may be misconceptions about the purpose of your visit or your program; He/she may believe you are there to restrict or report his/her practices.
Is agitated or combative...	<ul style="list-style-type: none"> • Empathize with how the clinician feels • Acknowledge concerns • Present your point of view from a different angle 	<ul style="list-style-type: none"> • Don't become defensive or counterattack; such responses do not lead to a good working relationship. • If you don't know the answer to a question, say so and offer to get back to the clinician with an answer.
Is skeptical...	<ul style="list-style-type: none"> • Ask why s/he is skeptical and address those concerns. Explain that you are hearing that from other clinicians as well if that's the case. 	<ul style="list-style-type: none"> • Draw the clinician out by asking him/her to identify approaches that he/she stands by strongly and see if there are parallels to draw upon.
Is indifferent...	<ul style="list-style-type: none"> • Make what you have to say relevant to his or her needs. Ask, "Is there any way you think I can be of service to you?" 	<ul style="list-style-type: none"> • You might tactfully reflect the clinician's apparent mood, e.g., "I'm getting the feeling that what I'm saying isn't new to you—that you've heard all of this before. Is this right?"
Sees drawbacks to your approach or messages...	<ul style="list-style-type: none"> • Acknowledge those drawbacks if they seem valid; identify that the other approach being used by the clinician may also have drawbacks in terms of patient outcomes. 	<ul style="list-style-type: none"> • If the evidence suggests that the proposed drawback is not an issue in this case, tactfully point out that although it is logical to think that what the clinician is suggesting would be a drawback, there is powerful research that demonstrates this is not the case.