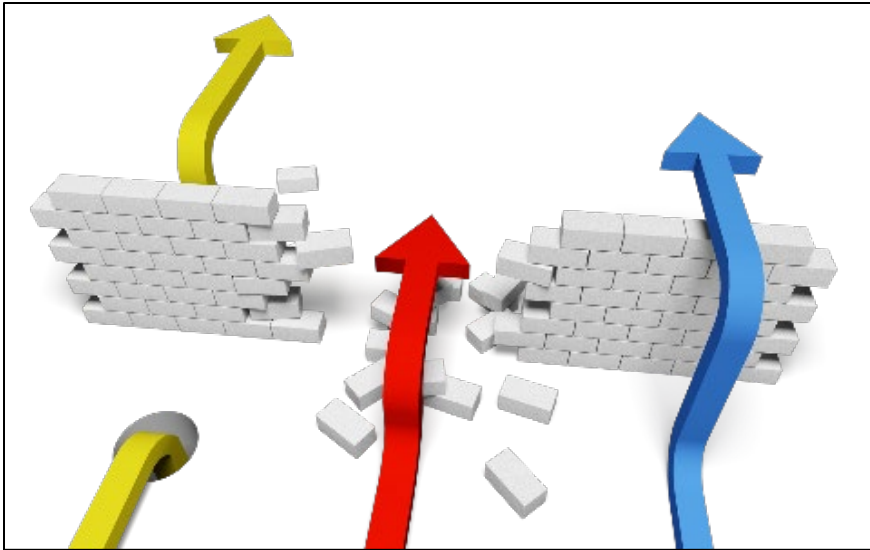


OVERCOMING OBJECTIONS

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*“What’s in it for the customer?
Respond to objections.”*

Program review notes

OVERCOMING OBJECTIONS

OVERCOMING OBJECTIONS

Agenda



- What are objections?
- Where do objections come from?
- How to react to objections.
- The five types of objections?
- Seven step process to deal with any objection.
- Dealing with your most common objections.

SALES CONCEPTS

Key tips to remember about dealing with any kind of an objection:

- Approach every sale from the customer's point of view.
- Answer the question every customer is asking you: "What's in it for me?"
- Guard against the temptation to sell what something is. Customers buy what something does.

HANDLING OBJECTIONS

What is an objection?



Any concern of a prospect or customer either stated or not that can keep you from closing a sale or moving a sale forward.

SALES CONCEPTS

OVERCOMING OBJECTIONS

Where do objections come from?



- Misunderstandings
- Political influences
- Past experiences
- Pricing
- Current supplier
- Competition
- Fear of unknown
- The media
- Failure to recognize value
- Laziness ~ Inertia

Objections are inevitable in sales. Don't get angry or defensive. Accept that they are a part of the process.

Remember prospects with the most objections often become your best customers.

Most objections come from some form of uncertainty. Work to uncover what your customers perceive as risks to get to the *real* objection. Sometimes customers don't even know what it is and you have to help them uncover it with insightful questions which inspire customers to think about things in different ways.

Customers didn't go to customer school. They don't always know how to give you the right objection or articulate the real reason for what's holding them back. At times they don't even understand it themselves. They just have a gut feeling they can't explain.

Buyers have been conditioned to protect themselves from pushy salespeople to reduce conflict and makes them go away faster.

They've learned what to say and how to say it to shut you down. They avoid conflict, hesitate in the face of change, abhor the unknown, and are averse to risk.

OVERCOMING OBJECTIONS

Three components to handling any objection

HANDLING OBJECTIONS

How to react...



- ***Listen***
- ***Empathize***
- ***Ask***

SALES CONCEPTS

Allow your customer as much time as they need to fully state their objection. Avoid rushing or interrupting them. Think about what the cause of their objection might be.

Be empathetic. Encourage them to share more about it. Ask them questions about how that makes them feel or what they think about that. Get them to share their opinions with you.

Ask them questions to make sure you understand the full impact of the objection.

Remember:

Objections

- Are good signs that the purchase is near.
- Are feedback on your competitive position.
- Give an opportunity to restate key benefits.

Relax and prepare yourself to know objections are coming. Your best defense is great preparation and great questions.

OVERCOMING OBJECTIONS

HANDLING OBJECTIONS

5 General Types of Objections:



Financial



Competition/Comparison



Lack of Authority



Compatibility/Fit



Timing

SALES CONCEPTS

There are five primary categories of objections.

HANDLING OBJECTIONS

7 Step process for dealing with objections.

1. *Be Prepared.*
2. *Listen patiently for true objection.*
3. *Restate as a question to confirm understanding.*
4. *Show empathy for customers' concerns.*
5. *Ask questions about the objection to uncover the real issues and causes.*
6. *Convert the objection to your advantage based on what the customer is really saying.*
7. *Close. Confirm customer is convinced.*

SALES CONCEPTS

Ideas for dealing with three of the most common objections most salespeople encounter:

- The price is too high!
- I'm happy with our current provider
- I have to think about it.

OVERCOMING OBJECTIONS

What to do when your customer or prospect objects to price.



- Ask about it
- Isolate the price objection
- Focus on the difference
- Challenge the prospect
- Investment vs. expense
- Make it smaller
- Compare with more expensive products
- Compare results not price
- Other factors about proposal or quote
- Under promise and over deliver

Here are some questions you can ask when a prospect says they are happy with your competition:

- Why do you like them?
- Is that your choice?
- How do you feel about that?
- Are you ecstatic with them?
- Separate source / Insurance
- How do you know they are not taking you for granted?
- What would you like to change about them?
- Try us just once and see... what have you got to lose?

OVERCOMING OBJECTIONS

HANDLING OBJECTIONS

"I have to think about it."

They truly do need to think about it.


- *Personal Buying Style*
- *Not enough information*
- *They need approval*

They have no intention of buying.

- *They are just not sold*
- *They are hoping you just go away*
- *They don't want to hurt your feelings*

They are just procrastinating

- *Establish a sense of urgency*
- *Make a limited time offer*
- *Make it easy on them*



SALES CONCEPTS



Search for the “real” objections, concerns or perceived risks.

HANDLING OBJECTIONS

What is the toughest objection you will ever have to overcome?

IMPOSSIBLE

*The one **YOU** **BELIEVE** to be true!*



SALES CONCEPTS

OVERCOMING OBJECTIONS

What objections do you struggle with the most?

Overcoming objections exercise

List them here with possible questions to ask:

Objection: _____

Source (What's causing it, what does customer perceive as risk?):

Type (What type of objection is it?):

Questions to ask about it:

1. _____

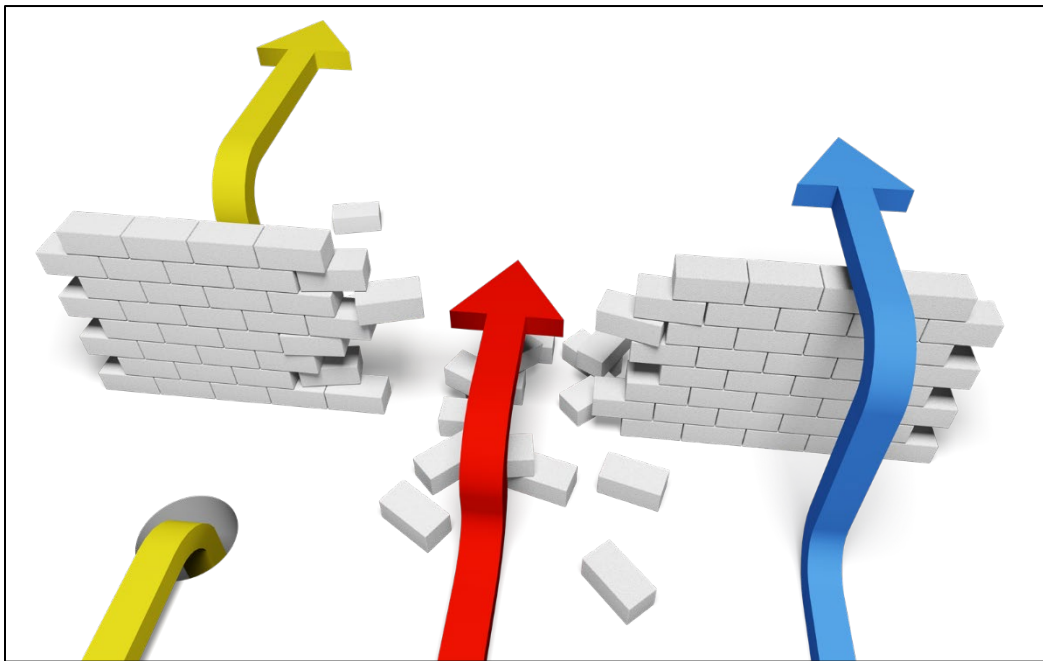
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If you would like a Microsoft Word doc of this page email me and I will send it to you. ahsarp@salesconcepts.com

OVERCOMING OBJECTIONS



“Overcoming Objections”

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For additional selling tips and ideas follow Sales Concepts here:

