Overcoming Sales Objections

Skepticism

People are naturally skeptical. It is important to gain the trust of prospects and communicate effectively in order to prevent skepticism from developing into an objection. There are several ways that conversations with prospects can breed skepticism.

Common Mistakes:

- **Lack of Rapport:** It is important to develop a rapport. This requires listening and showing genuine interest in the prospect.
- **Poor questions or answers:** When speaking with prospects you need to ask questions that will uncover the needs of your prospects. You also need to answer the potential customers' questions completely. Do not minimize their questions.
- **Moving too fast:** Never rush a presentation. People tend to feel you are less than truthful when they feel rushed.
- **Overpromising:** People do not trust promises that seem too good to be true. It is essential that prospects understand how an organization will meet its promises.

Stalling

Occasionally, prospects turn to objections in order to avoid making a decision. There are different reasons why people stall when they are with sales representatives. It is important to understand why people stall in order to determine how you should proceed.

Reasons:

- **Not authorized to decide**: If the prospect is not authorized to make the final decision, meet with the person who is.
- **Other interviews**: People want to compare companies. Try to make sure that you are the final interview.
- **Not convinced**: If a prospect is not convinced, ask what questions you can answer to help.
- **No time**: Set a definite time to meet with a busy client.
- **No money**: If a prospect cannot afford your product, try to fit in their budget.

Translating the Objection to a Reason to Buy

Sometimes the objections that prospects give are actually good reasons for them to buy. It is the sales representative's job to point out how the objection is actually a benefit. A client may object to the change in the business your product would bring. The change, however, could lead to greater profits or open up a new clientele. This sales objection can be overcome by providing clear information and statistics that show the prospect the benefits of buying.

Example:

I understand that most of your customers do not use social media, but our service will expand your customer base.

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Common Objections

There are several common objections that people may give after they listen to your sales pitch. There are some basic questions that will help you respond to these objections.

Common Objections and Answers:

- **Your product is expensive**: May I ask what you are comparing it to? Did you know that the quality of our product results in fewer purchases from our customers?
- **I'm not interested:** I understand that you are not interested at this time, but may I explain how we can increase your profit margin?
- **I need to think about it**: Why don't you make a decision now so you can focus on your current needs?
- **Your product does not meet our needs:** May I ask what you find lacking?

Powerful Closing Techniques

There are different closing techniques that can be adapted for different situations or people.

Close Question: A close question is designed to spur an action. We have all been asked close questions at retail stores, so they should be familiar. Regardless of the technique you use, close questions are involved. Once you ask a close question, wait for the customer to respond. All too often, sales representatives talk sales away. Silence is not bad for business.

Example:

"Would you like to take advantage of the special today or risk paying more in the future?"

Assuming the Close: In this situation, you assume from the beginning that you will close the sale. You remain confident and approach the sale as doing the client a favor.

Example:

"I see that we are on the same page. Let's improve your product. (Closing question)

Physical Action: Physical action closes involve doing something that helps the customer make the decision and introduces the closing question.

Example:

Fill out an order form as you end the conversation, or ask the client to fill one out. (Closing question)

Best Deal: The best deal close should be familiar. We all hear them during sales events. This close appeals to the desire to save money or get something for nothing.

"Today I can offer a 30 percent discount. I'm not sure how long this will last. (Closing question)