

Identifying True Objections... and successfully overcoming them.

Are objections really true or a stall or a lie?

When you hear an objection, what the prospect or customer is really saying is, "You haven't sold me yet. "The prospect is simply requesting more information or more reassurance.

There are very few actual objections. Most are just stalls. This is further complicated by the fact that buyers will often hide the true objection. Why? They don't want to hurt your feelings, they are embarrassed, or they are afraid to tell the truth. A white lie is so much easier, more convenient, and less bloody than actually having to tell the truth, so they just say something to get rid of you.

There are the Top 10 Stalls/White Lies:

1. I want to think about it. (NOT JUST YET)
2. We've spent our budget.
3. I have to talk it over with someone else
4. I need to sleep on it.
5. I never purchase on impulse – I always give it time to sink in.
6. I'm not ready to buy yet.
7. Get back to me in 90 days. Well be ready by then.
8. I need to change a few things first
9. Can you send me a proposal
10. Can I talk with a past client

"We already buy from some else, We need quotes from others, and "Your price is too high," are also classic objections, but I didn't want to ruin the Top 10 thing.

So, what is a true objection? **Most true objections are never stated – 90% of the time when the prospect says, "I want to think it over," or gives you a stalling line, he or she is really saying something else...**

Here are the real objections...

- § Doesn't have the money:
- § Has the money, but is too damn cheap to spend it.
- § Can't get the credit needed.
- § Can't decide on his or her own.
- § Doesn't have authority to spend over budget. Or without someone else's financial approval.
- § Has something else in mind, but won't tell you.
- § Has a friend, connection, or satisfactory relationship in the business who can help.

- § Wants to shop around. (Look at other companies)
- § Too busy with other more important things at this time.
- § Doesn't need (or thinks he doesn't need) your service now.
- § Thinks (or knows) your price is too high.
- § Doesn't like or have confidence in your product offering.
- § Doesn't like, trust, or have confidence in your company.
- § Doesn't like, trust, or have confidence in you.

Finding the *real objections* is the first order of business
Then (and only then) is successfully overcoming it and making a sale possible.

You can overcome an objection perfectly, but if it isn't the *real* objection, you'll be shaking your head wondering why the sale hasn't been made. When you get an objection, you must qualify that it is *true* and the *only one*. Qualifying the objection and overcoming it are of equal importance.

The problem is most salespeople are not able to get to the true objection *and* are not prepared to overcome objections when they occur. Why?

- § They lack the technical (product) knowledge.
- § They lack the sales tools.
- § They lack the sales knowledge.
- § They lack the self-confidence.
- § They have not prepared in advance (often for the same objection they've heard 10 times before).
- § Their presentation is lacking.

Or any combination of the above.

***"The price is too high"* is the classic sales objection. To overcome it, you must find out what the prospect actually means or how high is too high. Half the time you hear it, you're dead. The other side of that coin says that 50% of the time you hear a price objection, you have a shot at a sale, and the prospect can be sold with the right words or phrases.**

**Qualifying the objection
 And
 Overcoming the objection
 Are of
 Equal importance.**

Real-world objections... Real-world solutions!

Objections, or Overcoming them is the true test of a salesperson. The customer isn't exactly saying no; he's just saying not now. *An objection may actually indicate buyer interest.*

The best way to overcome an objection? The Boy Scout motto-*Be prepared!*

Why do objections occur?

1. Because there are doubts or unanswered questions in the mind of the prospect (sometimes created by the salesperson).
2. Because the prospect wants to buy or is interested in buying, but needs clarification, wants a better deal, or must have third-party approval.
3. Because the prospect does not want to buy.

You *will* get objections if...

- § You have not completely qualified the buyer, (is he the real decider? Can he really afford it? What is the need and interest level?)
- § You have not established need.
- § You have not established rapport.
- § You have not established credibility .
- § You have not established trust.
- § You have not found the prospect's hot button.
- § Your presentation was weak.
- § You have not anticipated objections in your presentation and overcome them before the prospect can raise them.

Here are seven steps to identify the true objection and then overcome it:

1. Listen carefully to the objection being raised...Determine if it is an objection or just a stall. A prospect will often repeat an objection if it's real. Let the prospect talk it out completely.

No matter what, agree with the prospects at first. This allows you to tactfully disagree without it starting an argument.

If you believe it to be a stall, you must get them to fess up to the real objection or you cannot proceed. If you believe it's a stall, or want clarification, try these lead-in phrases to get to the truth:

- § Don't you really mean...?
- § You're telling me _____, but I think you might mean something else.
- § Usually when customers tell me that, experience has shown me that they really have a price objection. Is that true for you?

2. **Qualify it as the only true objection...** Question it. Ask the prospect if it is the only reason he or she won't purchase from your company. Ask if there is any other reason he or she won't purchase besides the one given.
3. **Confirm it again...** Rephrase your question to ask the same thing twice: " In other words, if it wasn't for _____, you'd buy my service. Is that true, Mr.Jones?"
4. **Qualify the objection to set up the close...** Ask a question in a way that incorporates the solution: *If I were able to show you how the system works would that be enough for you to make a decision?"*
5. **Answer the objection in a way that completely resolves the issue...** and in a way that the customer ties down to a yes answer. Use every tool in your box at this point. If you've got trump cards, play them now (a testimonial letter a comparison chart, a customer you can call on the spot, a special customers story).

Forget price-show cost, demonstrate value, list comparisons, and prove benefits. If you cannot answer the prospect in a way that's different or sets you apart from others, you'll never close this (or any) sale.

Product knowledge, creativity, sales tools, your belief in yourself, your product and your company, and your ability to communicate, come together in this step. You must combine technique with assurance, sincerity, and conviction to get the prospect to agree with you and mean it.

6. **Ask a closing question, or communicate in an assumptive manner...**Ask a question, the answer to which confirms the sale.

- § "If I could... would you" is the classic model for the close.

- § Use similar situations when you close. People like to know about others in the same situation.

- § Ask, "Why is this/that important to you?" Then use, "*If I could...would you?"*

7. **Confirm the answer and the sale (in writing when possible)...**

Get the prospect to convert to a customer with a confirming question like:

- § When do you want start your program?

- § When is the best day for you to work on the success of your business?

- § Why don't we get the process going today?