



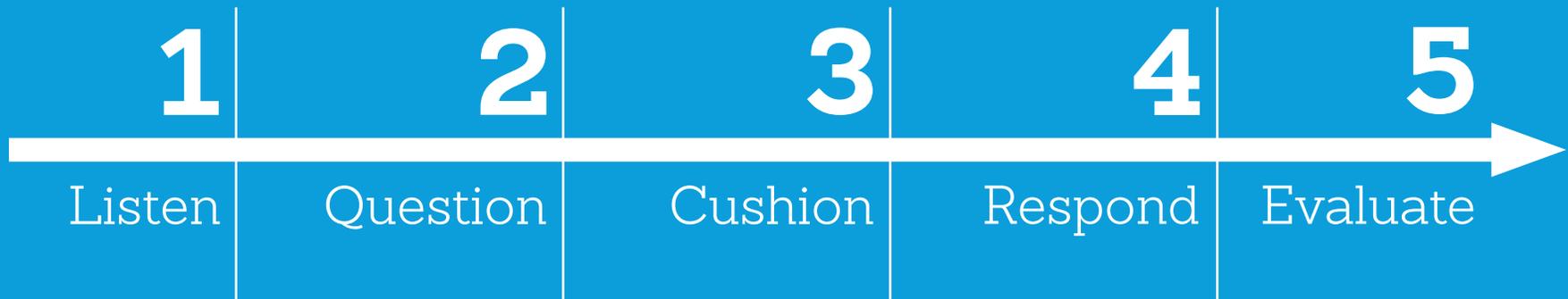
Sales Effectiveness: Overcoming Objections

Learning Guide

Sales Effectiveness: Overcoming Objections

Nearly every sale involves objections – they are a natural part of the sales dialogue and have to be overcome before a buying decision can be made. Often, we make the mistake of “handling” objections in a way that turns buyers off. Resolving objections effectively is a process that involves attentive listening along with positive, factual responses to buyers’ real concerns.

Prospective clients’ objections aren’t always rational, but that doesn’t make them less valid. We must respond to customers’ emotional needs – as well as the rational ones – if we want to build trusting, long-term customer relationships.



1 It can be difficult to really listen to objections. Most salespeople face the same handful of objections again and again - we hear them all the time. We often think we know what the buyer is going to say before they say it, and we've already decided how we will respond. We may listen half-heartedly or even interrupt. Instead, this is an important time to slow down, listen with the goal of truly understanding and see objections from the buyer's point of view.

2 When the client gives an objection, it can be perceived in four ways:

- What they say
- What we hear
- What we interpret it to mean
- What they really mean

Before responding to the client's concern, it's critical that both the salesperson and the client clearly understand what the concern really is. Be careful not to interpret the objection or make assumptions, because your response may be off target if that interpretation is incorrect.

3 A cushion is a statement that acknowledges we've truly heard the prospective client - that we've listened carefully to their objection and recognized its importance. Once a buyer states an objection, our first action should be to reply with a cushion, which does not agree, disagree, or answer the objection - it simply acknowledges.

Examples of Cushion Statements:

Objection: Your price is considerably higher than I expected.

Cushion: I appreciate your concern about the investment.

Objection: I am happy with my current provider.

Cushion: I'm sure your current provider has worked well for you.

Objection: My staff is happy with the process they are using now.

Cushion: Of course it's important to keep your staff happy!

Objection: I do not think we're ready to make a change at this time.

Cushion: I can appreciate wanting to be sure you make the right decision at the right time.

4 Your actual response to the objection will be determined by many factors. However, one of the best ways to respond to objections is evidence. Evidence DEFEATS doubts.

D Demonstration
E Example
F Fact
E Exhibit
A Analogy
T Testimonial
S Statistics

5 We may think we've done a terrific job resolving the buyer's objection, but it's what the buyer feels that matters. Before continuing the sales process, take time to evaluate whether or not the buyer is ready to move forward toward a commitment.

Examples:

Does that make you feel more comfortable about the lease payments?

How does that sound?

Does that address your concern?

Prepare your team to use evidence and a simple structure to respond to common buyer objections in our Dale Carnegie Sales Training: Winning with Relationship Selling program. Find out more at dalecarnegie.com