

A blurred office background featuring a round analog clock on the left wall, a large window with blinds in the center, and a glass partition on the right. In the foreground, a wooden desk is visible with a laptop, a headset, and some papers. The overall scene is brightly lit, suggesting a modern office environment.

# **OVERCOMING OBJECTIONS WITH S.A.L.E.S.**

**Presented by Tony Jones**





# On Today's Agenda

## Our Key Objective

Provide insight into overcoming objections with S.A.L.E.S frameworks to increase our sales goals

# COMMON SALES OBJECTIONS



- "I'm not interested today"
- "I need to speak to my partner first"
- "I don't see the need for your service"
- "It's too expensive"
- "We already work with your competitor"



# COMMON CAUSES OF OBJECTION

LACK OF  
KNOWLEDGE

SPECIFIC OR  
WARRANTED  
CONCERN

HIDDEN  
AGENDA

PERCEPTION  
ISSUE

# OVERCOMING OBJECTIONS



- Confidence in what you are presenting and your control of the sales process.
- Knowledge of your industry, company, and products.
- Preparation demonstrated by a professional presentation.
- Ability to listen to their needs, wants, and desires while demonstrating empathy and understanding

# S.A.L.E.S

The S.A.L.E.S. framework is designed to put a salesperson in a position to overcome objections and close the sale.

# S

# SILENCE

- Remain silent or pause for four to six seconds after they state an excuse or objection
- Gives you time to think about what you just heard and, most importantly, customers might just start talking again and solve their objection



# AFFIRM

- Affirm and acknowledge the prospect by saying, “I understand,” or “I appreciate your concerns”
- Pausing, listening, and affirming your customers you put yourself in the place of your prospect (empathy)





**LAYER**

- Asking “Why is that?” or “Why do you feel that way?” provides another layer of information



- Isolate that objection and eliminate it to avoid another similar objection being raised by asking additional probing questions

**ELIMINATE**

# S

## SOLVE

- This is where it is up to you to deal with what the prospect said in their objection and overcome it such as timing, cost, etc



# BREAKOUT SALES OBJECTIONS



1. "I'm not interested today"
2. "I can get a cheaper version of your product somewhere else."
3. "I don't see the need for your service"
4. I don't see what your product could do for me
5. "Your product doesn't work with our current [tools, set-up]"

# Assessment



<https://forms.office.com/r/HVBRscPUWy>

A woman with dark hair, wearing round glasses and a headset with a microphone, is looking down at a laptop screen. The image has a blue overlay and text.

# Thank You!

WE HOPE YOU OVERCOME OBJECTIONS  
WITH SALES!



## Source:

Smith, Brian. "Defining Price Objection." Pro Remodeler, 25 Sept. 2017,  
[www.proremodeler.com/defining-price-objection](http://www.proremodeler.com/defining-price-objection).