

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



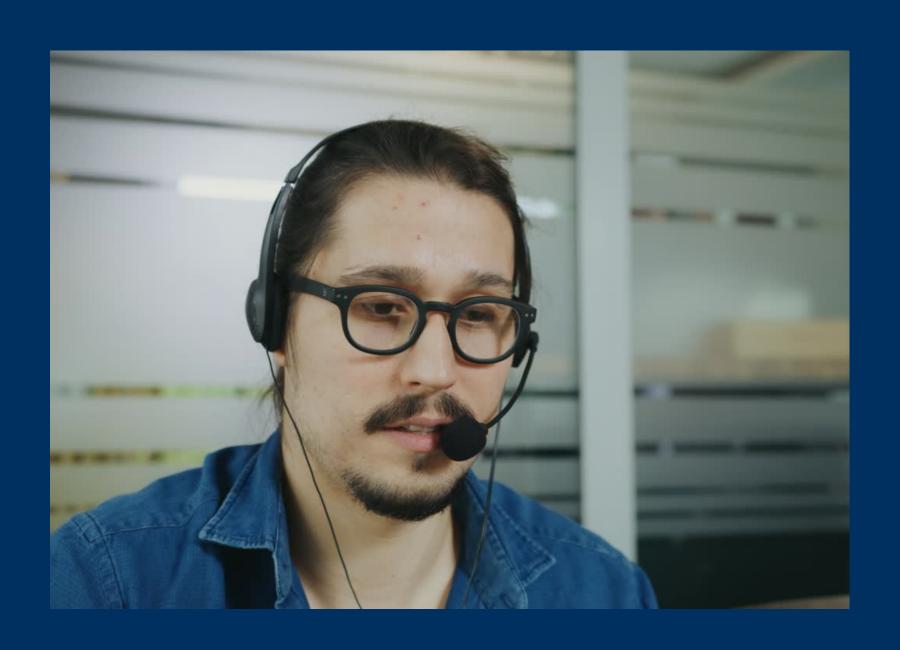
- "I'm not interested today"
- "I need to speak to my partner first"
- "I don't see the need for your service"
- "It's to expensive"
- "We already work with your competitor"

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.



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) • A
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LAYER

 Asking "Why is that?" or "Why do you feel that way?" provides another layer of information



ELIMINATE

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



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"
- 4.1 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



Source:

Smith, Brian. "Defining Price Objection." Pro Remodeler, 25 Sept. 2017, www.proremodeler.com/defining-price-objection.