



The Wit2S Pocket Guide To Handling Objections

Invariably when we have objections from prospects about buying from us, it is because they have doubts or concerns about what we are telling/showing them. The more severe the doubt/concern, the harder the objection is to handle; and when the prospect is convinced it is very severe and our justification doesn't ease their doubt/concern sufficiently, then we will not sell to them, and neither should we. It is a myth that a salesperson can and should be able to overcome any and every objection. At least it is a myth when it comes to the initial time an objection was raised and was too strong to overcome.

When this happens we can learn from the experience; evaluate what we did, identify what we can do better and then take the necessary actions to be better the next time the objection could be raised. In doing so we can prepare to overcome the objection for all future opportunities, even if we didn't on the occasion when it first confronted us.

Prevention Is Better Than A Cure

And the best way to overcome objections is to prevent them occurring in the first place. As objection handling is a reactive skill where we are looking to effectively change a prospect's mind and decision we always run the risk of getting in to an adversarial situation where it is ,us against the prospect'. It is better to work with them, anticipate and eliminate the objection collaboratively with the prospect so they are ,on our wavelength' and happily working with us through the sales conversation.

I've put this pocket guide together to look at some of the common objections salespeople face and what we need to do to overcome them:

„Your price is too expensive“

This occurs because we haven't demonstrated sufficient value in the prospect's mind. To handle this, discuss what your product/service is worth to them and ask them to quantify the difference they would have in having your product/service versus not having it. Be ready to guide the value they put on it by asking about the applicable and relevant features, advantages and benefits (F.A.B.'s) your product/service brings to them (when they don't recognise them). Keep going until you have built sufficient value and **only then** give your price. Too often price is given before the value is understood by the prospect and this is when they decide you're too expensive. At that point the adversarial approach is likely to result in many prospects defending their initial opinion and, even where you may overcome it and still win the sale you are likely to have to give some form of concession to win it after that initial opinion has been formed (often this involves a reduction in price).

„I've already got one“

This occurs because you haven't demonstrated sufficient difference between your

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product/service and the one they've already got. Know your products/service and know your competitors' just as well. Identify the range of F.A.B.'s that your prospect will derive value from your product/service and focus on those (not the full list of F.A.B.'s). If you want them to see that you're different and better, then you must show them/tell them about the 'differentiators'. It is critical that they can see, hear, feel and understand that you are different, and in particular that you are better for them.

„I/we deal with your competition“

As above – demonstrate the applicable and relevant differentiators so they place value and benefit on changing their supplier from the competition to you. If you struggle to do this, i.e. because your and your competitor's offerings are similar ensure you widen the conversation to cover the product itself, your service (support and how you look after them) and the relationship (the experience they have in dealing with you). An example where differentiation can be tougher is utility supply where the product and its delivery are similar from all potential suppliers (such as electricity/gas/water, etc...). In this type of scenario ask them what one thing, in an ideal world they would like their supplier to do better that would have value to them (there is always one as there is no such thing as an ideal world) and when they tell you what that one thing is, if you can do it and the value is significant they'll switch to you. If you can't then you've lost nothing as neither can their current supplier, so ask them what else they would change and when you find something your opportunity presents itself.

„I'm not interested“

This is invariably stated as a result of a prospect not being told anything interesting. Make sure you start off your communication/interaction with them by talking about What's In It For Them (W.I.I.F.T.) and grab their attention so they are interested. Be prepared to talk about the relevant/applicable F.A.B.'s, open your interaction with a point that you believe will make a positive impact on them and have quantified and qualified information to support any claims you make, so they can relate to it and apply it to themselves. And the best way of doing this is to base your opening statement on what you do for similar customers or where you don't have any, on things you know are in their minds (current and topical/trending). When you do this they will be interested.

„We've heard bad things about you“

Whatever you do don't immediately dismiss it as a falsehood or challenge it. Understand what they've heard and where possible learn from where and whom? Today it is easier than ever for someone to put some unproven false claim on a website/forum/review and for people to be influenced by it. Understand how your prospect sees it, how much of an issue it is to them and what would make them overrule that in favour of establishing their own experience/relationship/dealings with you. If it is false you'll need proof/evidence that you're better than the false claim makes you out to be (i.e. positive references/testimonials/customer reviews, etc...). Where your proof/evidence helps a prospect feel better about you they will often develop a sense of guilt about thinking of you wrongly that can go a long way towards helping you do some business with them.

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Where the things they'd heard are true and you need to improve, then understand what you have to do, formulate a plan to improve it and work to resolve it. Where there are bad things about you the emphasis is on you/your company/your product to improve and to demonstrate that improvement (and get existing customers to validate that with testimonials, references, case studies).

„I haven't got time to talk right now“

Sometimes this is just someone wanting not to engage with you. You can identify when that is the case simply by asking them when is a better time. Where they follow it on with a question such as, „What's it about?“ you'll know that time isn't the issue, rather it's really a case of them not being interested (as above). Where they genuinely don't have the time you should agree when would be better for them and recontact them then. I've read, heard and seen many ‚sales gurus‘ say that you shouldn't ask for time and instead you should always go straight into your pitch. I don't agree with this at all as asking for time demonstrates respect for people, and you get further in selling by demonstrating respect for people, and in return they'll respect you back. Where what you're selling is about relationships and long term supply/repeat business then ‚barging in‘ shows you have no respect for the prospect and you're likely to find they will treat you just the same way ... hardly the basis for a long-term relationship! Whilst in some cases the advice to go straight into your pitch will work, its failing is that when you don't ask for time, and someone is busy they won't listen to you anyway (i've found that and so has everyone else I've ever met and discussed that tactic with). The prospect's mind is busy thinking about something else and without their mind engaged you are unlikely to sell anything to them. Better is to recontact them (at an agreed time) when they can give you their fullest attention.

And there's a lot more ...

I trust you'll find this pocket guide useful and invite you to compile your own list of objections and how to anticipate and eliminate them to enable you to realise your fullest potential. More on objection handling can be found in my **Handling Objections and Helping Customers Choose Us** eBook including:

- **I reveal why so many salespeople are debilitated by objections**
- I differentiate two different types of objections, the ‚Go-aways‘ and the ‚Not-todays‘
- **I reveal a simple bridge technique to help get you past the ‚Go-away‘ objections that kill so many would-be sales opportunities**
- I share a simple, powerful and effective 5-step process for handling the ‚Not-today‘ objections when you haven't been able to anticipate or eliminate them, so you can convert more opportunities into sales
- **I uncover the simple technique that separates top performers from average salespeople when handling objections that helps them succeed where average salespeople are blocked**
- I cover additional objections and how to handle them
- **I go into more detail about the price objection and how to handle this against cheaper competition**

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I wish you every success,

Steve Lewis-Brammer

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