

# OVERCOMING OBJECTIONS

We all know what it is like to be on the receiving end of a sales call, but imagine it from the point of the salesperson. Here we look at how to overcome a customer's objections by asking the right questions early in the sales call.

THE best way to handle objections comes in the form of preparation – make sure the objection never happens.

Classic objections like, "Your price is too high", "We're loyal to our current supplier" or "I prefer your competitor's product or service" are very hard to overcome when they pop up near the end of your sales call.

By this stage, you will have presented your company and your product and will probably have expended most of your sales ammunition. However, if you uncover objections early in the sales process, you will find the situation much easier to handle.

Objections are often the customer's response to questions you failed to ask earlier in the sales call.

If you ask the right questions before making your formal presentation, you will uncover potential problems and modify your presentation accordingly.

Below is a list of three objections that often arise. You will also see the questions that should be asked in order to avoid such objections.

"Your price is too high."

Q: "How much do you currently pay?"

"We're loyal to our current supplier."

Q: "What do you like about your current supplier? What would you like to see it improve?"

"I prefer your competitor's product or service."

Q: "What are the capabilities of the product you're using now? What would you like to see added?"

This may seem obvious but studies have shown that 19 out of 20 salespeople don't prepare good questions prior to a sales call.

Of course, even excellent questions and a strategic sales approach will still trigger objections because they are a normal part of the selling process.

The following system is useful in overcoming most objections. By following this system, you will be able to identify and deal with the correct objection (a real problem), avoid confrontations, reduce tension, build credibility and trust, create a favourable emotional climate and open closed minds.

**1. LISTEN** to the entire objection. What is it about? What are the issues? Are they valid? What is the prospect saying or not saying? Are emotions too high or low?

**2. ANALYSE** the type of objection and your response. Is it an objection or a stall? Valid or invalid? Easy or difficult to answer? What has caused the objection?

**3. SUPPORT** the customer's right to object and not the objection itself. To reduce tension, recognise their right to an opinion and make it known you understand their concern.

Don't complicate the objection and avoid making an immediate rebuttal or challenge. Buy yourself some extra time by making a supporting statement. For example, "I can



