

# OBJECTIONS

## HANDLE OBJECTIONS

The most challenging part of the sales process is overcoming a prospect's objections. Even in today's digital revolution, it hasn't changed the fact that consumers still go through the same buying cycle, namely:

- awareness
- consideration
- conversion
- evaluation

However there has been a significant change in the path to purchase, that was traditionally linear, to where consumers are now moving back and forth between stages, making today's buyers more discerning than ever. Your goal is to handle and nullify any objections in a convincing manner to overcome these roadblocks standing between you and that sought-after sale.

An experienced sales person will know that most sales calls are met with at least one objection. It is important not to be discouraged when a prospect indicates that they are not ready to buy, as a sales objection is an indication that you have not yet displayed the added value your product or service would provide them and how they could reap the benefits from your product or service.

Your first reaction when you hear an objection may be to jump right in and respond immediately. Resist this temptation!

When you react too quickly, you risk making assumptions about the objection. Take the time to listen to their objections, needs, frustrations and challenges. Acknowledge their concerns and be prepared to respond by knowing every feature and benefit of your product/service.

Ask your prospect open-ended questions and not questions that lead to a yes or no answer. Remember that your goal is to learn as much as you can about what is important to your prospect. Just knowing that your product/ service would provide them with a solution to their current situation, doesn't guarantee that the prospect will buy from you. Sales is inherently associated with objections, but most can be overcome by building a sense of credibility, trust and re-framing the way your prospect sees what you're selling. When it comes down to it, sales are about showing the product/service at the angle that's best-suited to the conversation. Here are some examples of objections you may face and how you can overcome these.



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## POPULAR OBJECTIONS

Popular objections and how to overcome them.

- **We do not have the budget** – Do not react by lowering your price, this is a clear indicator that you have not shown the prospect enough added value and will create a bargain hunting mindset within your prospect. This is where you would use your product's value proposition. Show them how your product/service would make a positive contribution to their business or day to day life.
- **The compliant prospect** - Many people fear change, leading prospects to dismiss a product before they've learned what it can do for them and their business. Fear of change is a natural reaction, and it's up to you to address the prospects concerns by showing them examples of how your product/service has brought positive change within their industry. This will build trust and confidence in you. Show the benefits achieved by other clients of yours.
- **We do not have the time** – This is where it is important for you to know the specific industry your prospect is working in. Different industries have different peak periods. By understanding your prospects industry trends, you would be able to build a sales pipeline and plan out your diary to have the right conversations at the right time. 53% of customer loyalty comes from the initial sales process that they experienced. So, know your customer, understand their needs and value their time by making the sales process as seamless as possible.

