

OVERCOMING SALES OBJECTIONS

What is a Sales Objection?

A **sales objection** is any response from a customer or prospective buyer that stalls any aspect of the salesperson's presentation of their solution's features, benefits, and cost. Many sales objections can be overcome if you enter into interactions armed with a strategic understanding of **common objections** and **ways to confidently manage them**.

Three Rules for Overcoming Sales Objections

1

Listen.

Don't interrupt as you allow the buyer to state an objection.

2

Seek to understand.

Ask questions to clarify any parts of the objection that might not be clear.

3

Respond respectfully.

State your appreciation of their position and respectfully offer specific insights to counter the objection.

The most common sales objections fall into these categories: **price, need, time, competition, and authority**. Here's how to overcome these types of sales objections:

Price Objection

Stated objection: "Your product/service is too expensive."

To overcome the price objection:

- Focus on value and ROI**
Demonstrate how your product or service will save the customer money or increase revenue over time.
 - Offer favorable pricing or terms**
Get creative with pricing tiers, packages, or payment terms to make the immediate impact of cost less objectionable.
 - Spotlight the cost of inaction**
Quantify potential losses or opportunity costs that could arise from not moving forward.
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Need Objection

Stated objection: "We don't really need your product/service."

To overcome the need objection:

- Identify "pain points"**
Dig deeper to uncover underlying customer challenges and needs.
- Spotlight solutions**
Demonstrate how your solution addresses specific pain points.
- Create urgency**
Explain how their "pain" could get worse unless addressed soon.
- Offer a free trial or demo**
Showcase your product or service's unique features and benefits working in the buyer's environment.

Time Objection

Stated objection: "I'm too busy to consider this now."

To overcome the time objection:



Respect their time

Watch for non-verbal cues that they are anxious to move on to other pressing issues; accordingly, be concise and focused as you present your solution.



Be flexible

Offer follow-up options, such as email, phone, video chat, or future in-person meetings at a more convenient time; above all, keep the communication channels open.



Generate anticipation

To pique interest, briefly mention important or forthcoming features and benefits, as well as limited-time offers.

Competition Objection

Stated objection: "I like your competitor's product/service better."

To overcome the competition objection:



Ask "Why?"

Without being defensive, dig deeper to determine what features or benefits (or cost) the buyer prefers in the competitor's solution.



Provide direct comparisons

Compare specific features or benefits where your product excels; if cost is an issue, manage that objection as noted above.

Authority Objection

Stated objection: "I need to consult with someone else about this before we can make a decision."

To overcome the authority objection:



Gather information

Ask for details to better understand the decision-making process and timeline.



Offer support

Provide materials or information to share with all decision-makers. Also, make yourself available to everyone who would be involved in the decision.

The Bottom Line

Successful sales strategies include effective objection-handling techniques. While not all customer “pushback” can be overcome, by listening to and understanding objections and responding respectfully, you can potentially **build a solid customer relationship**.

