

OBJECTIONS

HANDLE OBJECTIONS

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 from what is deemed as important to your prospect. By knowing that your product/service would provide them with a solution to their current situation, doesn't guarantee that the prospect would buy from you. They need to be convinced that you are sincere in fulfilling their needs and not just seeing them as a quick dollar in the bank. The art of 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.



Popular objections/ tips 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 many 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.
- **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.



CLOUDZONE ONE



50 Centreway
Road, Orewa



09 930 6101



info@czo.co.nz
www.czo.co.nz