Sales Objections The Easy Way

Instead of having an answer to an objection, all you need is a question.

No matter how good a seller is at selling, they will get objections. They've heard them all so your sellers already have a standard answer. The big question is - do the standard answers really work? Most sellers say they have a 50/50 chance with their current response. That's one reason there's stress involved when it comes to objections. Help your sellers remove stress and generate a better way to advance the sale.

Sales Huddle Energizer

Today, request your sellers to use these 3 steps the next time a customer objects, has a concern or questions something they've said.

For starters - the rule of the day is when you hear an objection. Stop. You cannot give your standard answer. Instead follow these 3 steps:

1. Acknowledge that you heard their concern or objection.
   (I hear you. Great question. That's interesting. That's important. Yes getting the right price is important.)

2. Ask a question for clarifying information.
   (What experience have you had with that in the past? What is the criteria you benchmark against for pricing? What's the reason you see that as a problem?)

3. Include the customer's clarifying information in a tailored response or ask additional questions.

This is an interesting challenge for your sellers this week! Once they master this skill they'll be advancing more sales!

Reminder - You don't need an answer - you only need a question!

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