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Swipe Worthy Responses To The 6 Most Common Objections

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Objections often conjure up lost deals, hard to close buyers and the hardest part of selling to most sales reps.

It doesn't need to be that way.

There is a way to change the dynamics of the sales conversation from potential resistance to complete collaboration.

These 68 Swipe Worthy Responses position sales reps as the strategic business partner who today's buyer actually wants to buy from.

Try these and have your reps try them! They are great and they work. Yet reading them doesn't necessarily transfer to using them.

So, if you really want your sales team to use these swipe worthy responses and drive bigger sales, you can own a year's worth of weekly sales meeting outlines. Everything is 32 minutes or less. A complete set of 15 Minute Sales Huddle Energizers, Amazing Motivational Movie Clips and 30 Minute Skill Boosters - all from the #1 No More Boring Sales Training Expert, Alice Kemper.

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and Out-Selling the Competition.**

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Table of Contents

Introduction	Page 2
Objection Buster - The Double A's	Page 3 - 7
The Double A's in Action	Page 8 - 11
Budget	Page 12 - 16
Time	Page 17 - 18
Authority	Page 19 - 20
Value	Page 21 - 23
Credibility	Page 24 - 27
Past Experiences	Page 28
How Can My Reps Crush Their Numbers Monthly?	Page 29

Introduction

Objections are a given in any sales conversation.

Do your reps fear them or embrace them?

Sales reps tend to have a pat answer to most objections and they report their pat answers only work 50% or less.

That leaves plenty of money on the table along with a frustrated sales rep.

These Swipe Worthy Responses to the 6 Most Common Objections work 80-90% of the time.

Why?

Because they are not a pat answer.

They are a question instead!

Try them and have your reps try them and start closing more deals!

OBJECTION BUSTER – The Double A's

Looking for responses to your most common objections?

You've come to the right place.

This resource is divided into 6 sections, each representing an objection category sales reps encounter in their sales conversations.

For each common objection, there are worthy responses to engage the prospect or customer to collaboratively work through the concern.

Instead of holding learning a perfect pat answer to every objection, your time is better spent practicing a different approach, which is considerably more effective.

It's the **Double A's**.

OBJECTION BUSTER – The Double A's

The **Double A's** keeps the conversation going to boost more deals. It's a collaborative approach, positioning the sales rep as the strategic business partner with whom today's customers actually want to buy from.

Reps will no longer lose a deal by responding incorrectly to any concern or objection.

The Double A's

A - Acknowledge

A - Ask a Question

The first "A" - Acknowledge.

Everyone wants to be heard.

Buyers complain all the time about sales reps who don't listen to them.

OBJECTION BUSTER – The Double A's

Think about it....

When you are the buyer, do you ever innocently state something like this:

- I'll need to think about it.
- It's more money than I thought it would be.
- I don't know if we're ready to do this yet.
- I've got to run this by another colleague.
- It sounds good, but I don't know anything about your company.

And a sales rep is quick to reply with something like this:

- Oh, okay.
- Oh, but if you don't buy it now this price is going to go up.
- Oh no, it's really not expensive because...
- Let me show you how I can make it easy for you to do this now.

All of those responses negate you and anything you say.

OBJECTION BUSTER – The Double A's

If you are like most buyers, you just earned your get out of jail card from buying today or any day from this sales rep.

Since you didn't buy from this rep, you either went on to another option or completely gave up on the purchase.

The better way to respond to any statement or question is to:

Acknowledge their statement... and warning... don't put any words in the prospect's mouth.

If they said: "It's more money than I thought it would be."

Don't say... "Yes, it is expensive."

Hold on... they didn't say anything about being expensive and now you've got them thinking differently... and not in your favor.

OBJECTION BUSTER – The Double A's

Do say... “I appreciate you letting me know it’s more money than you thought it would be.”

Or reframe... “Maximizing your investment is important.”

See the difference? The right response **acknowledges** what is said and any emotions tied to it.

The wrong response begins closing the door to the sale.

Have you been closing the deal your way? Possibly. And chances are you are working harder and lengthening the sales cycle.

Lots of wasted time and effort.

The Double A's in Action

More Ways to Acknowledge...

- I realize...
- I'm glad you mentioned that...
- I'm glad you brought up...
- I understand...
- I appreciate...
- It's perfectly understandable to...
- It makes sense that...
- I can see where that may cause you concern...
- You are wise to be concerned about that...
- Thanks for sharing that..
- That's a great point...
- You raise an important point...
- Sounds as if...

Acknowledge first and you are more than half way to success.

The Double A's in Action

The buyer and seller are bonding.

The buyer feels heard, appreciated, and accepted.

The sales rep becomes the strategic business partner.

Now, the 2nd A... Ask a Question

Yes, a question. Promise me... still no talking.

Here's where it's hard for many sales reps to be quiet.

They've heard the hesitation, uncertainty, delay or objection before.

They've got the answer! Shouldn't a good rep have the answer?

NO!

The Double A's in Action

Imagine a customer says, “It’s more money than I thought.”

Ask five sales reps what does that really mean and you’ll get five different answers such as:

- 1 - They really don’t have any money to buy.
- 2 - The customer doesn’t see the value at that price point.
- 3 - They’re comparing my price to another company.
- 4 - It’s more money than they have permission to buy without taking it up the flagpole.
- 5 - At that price point it’s not important to change suppliers.

Are you a mind reader? I haven’t met any reps that are. If you gave a pat answer to “It’s more money than I thought.” you are rolling the dice that you’ll hit on the right one.

The Double A's in Action

If you're wrong, you're still stuck with the objection and will keep talking yourself right out the door.

A question is safer and comes with a built in stress reducer!

This one simple tip - **The Double A's** - on how to respond to any objection - no matter where it's heard in the sales conversation - beginning, middle or end... is the game changer to advance the sale and close more deals.

Next are 68 Swipes to the 6 Common Objections.

It's more money than I thought.

Swipes:

1. Even though it is more than you thought, is this solution in alignment with your goals and objectives?
2. How did you derive at the number you thought it might be?
3. Even so, what do you like about this solution?
4. How do you typically budget for a project like this?
5. What did I miss, what you have in mind?

It costs too much.

Swipes:

6. Price aside for a moment, how does this proposal align with your goals and objectives?
7. What specifically about this proposal places it in the costs too much category?
8. Help me understand the reason you feel it costs too much.
9. How much is too much?
10. When you say cost too much, would you be more specific, please?

That's more than I was expecting.

Swipes:

11. What were you expecting?
12. Let's look at this together
13. Let's review the scope again...
14. How much more is it than you were expecting?
15. Let's do a value to investment review.

Your price is too high.

Swipes:

16. Is it a budgetary concern or are you more concerned about the value you will receive?
17. The price is too high in relation to what benchmark?
18. What price range were you expecting?
19. Let's review all of the options...
20. When you say we're high, would you be more specific, please?
21. Tell me more about why this price is too high.

Budget

I'd need you to give me a better deal than that.

Swipes:

22. How does this not match up to what you were expecting?
23. How does this solution not match up to aligning with your goals and objectives?
24. What investment figure were you expecting?
25. Tell me what you'd like to adjust to come up with the right price for you and still accomplish your goals.

Too busy now.

Swipes:

26. What's going on that things have changed?
27. How will delaying (x) accomplish your objectives?
28. Help me understand, were these items that are now keeping you busy in place when we first started talking and I missed something?
29. Even though you are busy now, what are the downsides to delay this project?
30. You mentioned earlier the importance of moving forward quickly. What's changed?

I need to think about this.

Swipes:

31. What criteria will you be taking into consideration as you think about it?
32. What additional information will you need as you review (analyze) the proposal?
33. What are the pros and cons that you'll be considering?
34. What specifically will you be thinking about?
35. How much time do you need to think about this?

Have to consult with...

Swipes:

36. What will (person) like about this?
37. How does (person) usually respond to projects like this?
38. What additional information do you think (person) would like to have available for their review?
39. That's interesting. You know what they like and don't like. Since you know this will (state benefits), what can we do to bring (person) into the fold?
40. What do you think (person) will say about moving forward with this?

Boss would never approve this.

Swipes:

41. What makes you say that?
42. If (boss) wasn't in the decision making process, would you move forward with it?
43. If this is important for you to have this, what can we do to gain (boss)'s approval?

Competition gives it for less.

Swipes:

44. Let's review the proposals side by side to insure you would be getting everything from ours in theirs.
45. What key criteria factors would you be giving up for their lower price?
46. Besides price, what are the key factors that are important from the company you select?

It's too much hassle to change.

Swipes:

47. What specifically do you see to be a hassle?
48. Would you describe for me, what's involved from your end that is a hassle?
49. What's changed since we first started talking that makes it a hassle now?
50. Let's review the upsides to change to be certain the hassle isn't getting in the way.

I'm looking at 3 companies, I'll get back to you.

Swipes:

51. We began our discussions defining the key criteria you seek in a partner. Let's review them and see how we compare.
52. How does our solution compare to the other 2 companies?
53. I can share what my clients say why they select me over those companies. But first, what differentiators do you see?

You don't have any customers in our business sector.

Swipes:

54. Help me understand the reason having current customers in your business sector plays in to the selection process.
55. What appealed to you about us when we first met?
56. What other services do you use from companies without customers in your business sector?
57. What are the key factors when selecting a solution partner?

You just started with them.

Swipes:

- 58. What else would you like to know about me to help your comfort level?
- 59. May I share my previous experience in this industry?
- 60. Help me understand the reason my length of time with this company plays into the selection process.

Your track record isn't strong enough.

Swipes:

61. What specifically about our track record is it?
62. What have your previous experiences with companies with track records like ours been?
63. Help me understand the reason our track record plays into the selection process.

I heard bad things about your company.

Swipes:

64. What specifically did you hear about our company?
65. What and when did you hear anything about our company?
66. How long ago did you hear something unfavorable about our company?

Past Experience

I had a bad experience with your company.

Swipes:

67. Tell me about that experience.

68. What specifically was the experience you encountered?

Bonus Swipes:

69. When and what exactly happened?

70. What prompted you to talk with me?

How Can My Reps Crush Their Numbers Monthly?

Ready For the Next Step?

Of course you are. Because the Caliper Corp's latest study shows 55% of the people making their living in sales don't have the right skills to be successful.

The takeaway to this stat is not so much about the lack of sales talent as it is about the inability of most sales organizations to provide sales reps with the specific tools and training they need to be successful.

Smart Managers Take Action

Managers like you are always surprised when I show them how it only takes less than 30 minutes a week to fine tune and up-level sales and prospecting skills PLUS gain a motivational bump.

I also know you don't have the time, bandwidth or resources to figure out, research, and design short effective skill boosting sales training meetings. So my team of sales training experts did that for you.

We can put a short playbook with 5, 15, and 30 minute drills in your hand today!

We took all of our big guns sales training - the training our clients boast of 5 - 35% increases in as little as 10 weeks - and chunked this elite sales training into bite-sized pieces of high energy and high impact skill boosters.

[Yes, I want my reps to crush their numbers monthly!](#)

Now Is The Time to Act

What you need is a comprehensive one-stop place with the sales expert's play book of 5, 15, and 30 minute sales training meetings (outlines and handouts included) to close more deals, blast the heck out of the competition and for you to earn your maximum bonus within just 30 days max!

Let me introduce to you **'The Werks'** Sales Training Lab.

Every skill booster, sales huddle energizer and motivational movie clip is at your fingertips. You only need to read, talk and tell time... all at the same time... and deliver a full proof skill boosting sales training meeting to make a difference on everyone's very next sales conversation.

Let me ask you something...

If All 'The Werks' Training Lab Did For You Was:

- Allowed each of your reps on your team to **close 20% more deals...** would it be worth it?
- Or, if all this did for you was to allow your sales team to **hit the top of the leader board**, month after month... would it be worth it?
- What if this allowed you to **increase your bonus checks** by 20% or more consistently... would it be worth it?

Act fast and grab everything now for a **super discounted rate of \$379** before it's too late and put back to the normal price of \$1995.

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