

How to Handle Those Dreaded Sales Objections





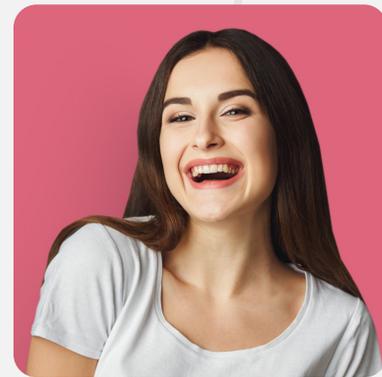
The Four Most Common Objections:

1. Budget

2. Trust

3. Need

4. Urgency





1. "I have no budget"

Price objections are the ones salespeople are faced with the most. It is critical that you are able to address this objection by demonstrating the value that your solution will bring to their business.

Alleviate your customers risk, by showing them what the reward looks like.

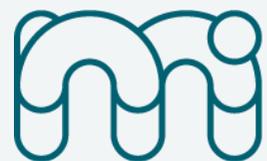


2. "We're happy with our existing partner"

Customers buy from salespeople they trust. If you hear this objection at the end of the sale, then you haven't yet demonstrated you're a trusted resource.

It is critical that you build strong relationships with your customer at every stage of the sales cycle. Ensure you are asking the right questions, you are listening to what they are saying, and you are delivering on your promises.





3. "We don't have a need for your solution"



This objection often indicates that your customer may not understand your solution.

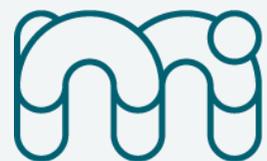
This is a great opportunity for salespeople to kick off another 'discovery' meeting with your customer.

Getting your customer talking, by asking them open ended questions, is a great way to uncover their challenges and find out how your solution can help them achieve their goals.



Check out our infographic on our company page, where we share our favourite qualification questions!





4. "Let's revisit later in the year"

Ouch. This objection is one of the toughest to overcome. It is critical that you try and validate whether it's because timing really is the issue, or they just don't think your solution is a priority for them.

Ask them to share some more information with you about the other projects that are taking priority.

There is a very good chance, that they simply haven't realised the value of your solution yet. It is critical that at this point, you paint the picture of what will happen if they wait until the end of the year to address this. Focus on numbers or the return on their investment.

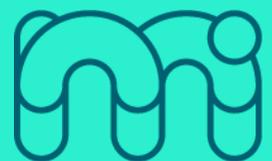
Can you present a case study to them about what their competitors are doing?

If timing really is the issue, what else can you do to win their trust, and their business? Providing an additional resource to help them manage the project or roll out the product, at no additional cost, is a great way to start.



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