

Objections; Are they really a sign of interest?

This week has been very interesting and I have multiple things to write about however what I believe is the most important subject will gain our attention first.

Objections from customers are they really a sign of interest? No not at all. They do point to some very interesting observations that all sales people must all take a long hard look at if we want to be really good at sales. Here are some points to ponder when the sale person is receiving too many objections during the opportunity.

Increase your listening skills. The customer who is about to become your client gives you free information. It is you that chooses to use that information. You can place the information to the wayside and not use it or you can break it down into perceived value and help drive those values to the client. You can verify the information by investing time with the client and that information. Substantiate that the information is correct and you understand the meaning of the statement.

Pay close attention to what the client states. The client will tell you what it is he or she is after and the solution. The client will also inform you to their budget. Understanding what the client has stated is another area that we must consider when objections are frequently found during the presentation and solution time. There is a difference between I have been out of work for the past 6 months and cannot find a job and I cannot afford to pay your prices. There is a difference between the stock market has not been kind to me and I cannot pay your prices. The sales person's assumptions will kill a sale more than a client speaking the word no.

Learn to ask better questions. Increasing your listening skills will increase your ability to ask better questions. Processing the proper information enables you to access better questions concerning the important data the client has already given you.

Understanding the client's meaning will determine what type of questions you will ask. These questions will confirm the issue at hand and how the client wishes to do away with those issues. Many times a client will automatically say something in order to get a reaction from the sales person. The sales person unconsciously assumes the definition of those words to imply uh oh I must react quickly by dropping price or making excuses why the client should purchase. The word negotiates pops into the mind of a

sales person quickly and he or she instinctively believes that the sale will move south. What happens is a lost sale or a greatly reduced price is offered that lowers the profitability of the company.

How do you the sales person determine the proper meaning of the client's statements? Simple questions will establish the outcome. How do you mean is a fantastic response to a clients statement or objection. The stock market has hit an enormous low and I have taken a huge hit. How do you mean this exactly? The client will get into how much his or her stocks have changed in the past few months. Mr. Client, what is your strategy in the stock market? Are you in it for the long term? The purpose of this question is to verify that the client is in it for the long term and things will change direction in the stock market in the future. The stock market moves up and down all the time.

You will discover that the client has not said empathically that he or she cannot pay your price and what they have said at this point and time is I am unwilling to pay the price. There is a huge difference between a sale that is profitable and one that is lost or sold below the desired profit margin. The client requires more information before making a decision.

Improve your ability during the information gathering time to qualify the client. Understanding the client's motive, mood and personality will give you a predictable outcome concerning the client's behavior. Gathering the proper information concerning perceived value, desired solution, and what is in their best interest will allow you to present solutions that satisfy the client. You will go beyond their expectation by exceeding the client's perceived value while giving them the preferred help that they need and want that guides them into a compelling solution that stipulates to the client that you are the only person to make this issue go away.

Stop jumping the gun when the client has a predetermined solution. Ask the same questions that are normally asked, follow the same procedures and do not skip the steps that are required for a successful outcome. Recently I was involved in a re-pipe of a water piping system in a home. The client already understood that a re-pipe was necessary. She had experienced the same problem in the past. A water line under the cement floor developed a leak. The sales service technician immediately bypassed the steps and procedure to close the customer quickly. He sold a re-pipe. By missing and bypassing the procedure steps he missed a tub drain that leaks and needed replaced, that drain was also stopped up. He also missed a new shower valve with this sale. This was not a good job by the sale service technician and did not solve all her problems.

The above situation was inspired and impaired by greed. Once an amount was discussed he assumed he was complete with the client. The sales person must stop being driven by greed and start being driven by wanting to help and serve the client in his or her best interest. When a sales person is driven by greed it is extremely easy to forget about the client and their needs. Be a problem solver and not the problem.

Communication is the next issue that is necessary to address. Until the client knows and understands that the sales person is there to help, guide, and serve the client in their best interest they will turn off their listening. The client does not care how much product information or how much knowledge you have in your profession until they know you are there for them. There will be a time for you to pass your professional knowledge to the client however it must be passed to them in terminology that he or she understands. During the information gathering time the sales person will gather information concerning communication and the client's preferred method of communication. Discover it and gain mutual trust and respect.

Start including typical objections that are raised frequently by buyers into your presentation. Quit explaining and making excuses for these objections and start giving information why these objections are the very same reasons the client should purchase from you. The information should be based on things that are directly related to the client such as emotion, empathy, and cost of the product and service. Include what other clients have found after using your service. Drive the perceived value that has been given to you by the client.

When the above items are fulfilled the sales person will realize with most sales opportunities the customer will not have an objection. When the sales person presents the solution to the client in a way that compels the buyer to understand what he or she is receiving the only conclusion is to purchase from you. It will include why it works, how it works, and how to prevent it from happening in the future.

Start presenting your solution with terminology that is concise, understood, and the client can identify with the solution that includes the service, price, and product. The client must recognize that you care about their issue and you are aware of their budget concerns. The client must absorb all the information and agree that you and your solution are the correct means to do away with their issues. Start presenting a crystal clear presentation to your clients and allow an enjoyable ownership exchange minus objections that can stall or put off the opportunity. Make common objections a thing of the past in your presentation of the solution to your client.