

Why do objections occur?

Questions of why seem to pop up with every person and occurrence that happens with daily living. Why am I the lucky one? Why did this happen to me? With sales people it is why is the client objecting to my offering?

During the sales process the sales technician rushes through the process feeling good about the client and the solution. This can't miss sale in the mind of the sales technician gives a false impression and they decide to throw a fast ball to the client asking for the premature sale. The client then drives a line drive off the head of the sales technician. I need to think about it or I have to talk to my spouse or the price is too high or some other infamous stall.

The sales technician has a look like a deer caught in the headlights look wondering what just happened. The client knows at that instant they have the sales technician in a particular situation where there is only one winner. The sales technician must react and then respond quickly. I am glad you asked that question or I think it is great that you are taking the time think about it with a major decision such as this. May I ask a few questions?

Frequently the client's objection occurs due to the sales technician not following his or her guidelines or bypassing the steps due to the; can't miss sale mindset. The steps were ignored and one was omitted allowing the sales technician to ask for the sale to quickly. The client is not ready to move forward at this stage and the client responded to the sales technician's mistake by questioning the sales technician.

Forgetting steps of the process spells disaster for the ownership exchange. Many years ago I once had a client that met me at a rental property. The client lived next door and arrived riding a scooter. My process asked clients to walk with me through the home, business, or condo for an inspection. He hobbled around the home with me then he went outside to sit on his scooter. I asked the client to get off the scooter in a polite way and sit with me at the table to go over my presentation. The client refused to move forward with my presentation or solution even though the solution was correct and gave him options with good, better, and best for him.

The person who was doing a ride along with me sat in the vehicle and said what a cheap bastard. I looked at him and made the statement what did I do wrong? What could I have done better? What improvements would have enhanced the process? The person who was riding along stated nothing else could be done because the guy was a cheap son of a gun.

Let us analyze this situation; I made the statement he rode over on a scooter. I also made the statement that he hobbled around the home. He is riding the scooter due to having a difficult time walking. I made him walk along with me forcing him to do something that hurt him.

I then made the same mistake making him get off the scooter to listen to my proposal and forced him to go where I wanted to go to explain my proposal. I should have asked him where he wanted to go and where it was best for him to listen to my proposal.

I never presented a show and tell that allowed the client to see exactly what he would receive. I made a verbal presentation of what he might receive that could not be seen due to a horribly painted picture by me.

I did not see nor listen to how the client felt physically then I made the same mistake to equal four mistakes with the presentation. I did not ask him where he wanted to sit to muse over the proposal. Five mistakes I committed. I forced him to go where I wanted to go now the sixth mistake. I did not do the show and tell close the seventh mistake. The largest mistake, I did not apologize for my mistakes. There you go a lost sale due to my ignorance of the sales process. Stay true to the process and never step over a portion of the process because it appears to be a no brainer decision for the client. Everyone makes mistakes the trick is to learn from the mistake and not make it a second time.

There are many reasons why a client objects to the offering, something was said or not said that jumped out at the client. Sometimes it can be as subtle as the body language of the sales technician alarmed the client to step back and reevaluate the offering. The sales technician using words that bring negative thoughts or subjective meanings to the solution or service that the client starts to have doubt about the owning exchange. Words such as *best, sign here and contract, maybe, perhaps and should*. The sales technician must know these are horrible ways to start a sentence with a client. The words *I think* gives the connotation that it is about the sales person and not the client. It will help you solve the problem you are experiencing is a much better way to say I think this works and can stop the problem. I know this will make the issue disappear is also another way of making a statement. Make sure your words are positive and the client now knows and understands the solution works and is viable.

Time creates another unforced objection. When the sales technician is scheduled to arrive it is essential to make that time slot important. Not arriving on time gives

the impression that the client is not important to you or the organization. The client must receive a phone call prior to being late. This informs the client they are important and if they want to reschedule we understand if not we will be there at a later time if that is ok with them. Not respecting the client's time is an objection that is hard to overcome. Time is very important and definitely informs the client that you respect their time.

Overcoming crucial objections from clients that occur often, start writing them down on paper and include the common objections during your presentation. By pass unwanted and unnecessary objections that take up the client's time and the sales technician's time converting those objections as a reason to own. Devote the presentation and process to the client and what is important to the client that includes value, permanent solution, and information to make a fantastic decision.

Numerous sales service technicians spend too much time covering objections and learning how to answer them that they cause more obscure objections by the client. Your price is too high now becomes the objection of your *over qualified* to do the job. This task does not need the qualifications that you possess and this states that your price is too high. It is now time to stop adding to the client's objections and start delivering the solution for the client. The time is now to start asking for the sale.

This brings me to this objection by the sales service technician concerning asking for the sale. It is simply a mental mistake by the sales technician that they feel that the client will not move forward today. The sales technician accepts that as real and does not ask for the sale. Simply ask for the sale and enjoy more frequent ownership exchanges.

These are few examples of why objections occur. Make the necessary changes to become a super star sales technician. *Change is tough and does not come easily however in order to get where we want we must not stay the same. To move from Point A to Point B we must be willing to work at getting to point B while still at Point A.*

Understanding why objections occur allows the sales service technician to learn how to word the proposal and solution in a way that communicates effectively a desired outcome for the client. This can prevent unwanted objections from occurring that will thwart the proposal.