

Handling Customer Objections



Objections



What You'll Learn

- The difference between objections and excuses
- The five buying decisions upon which common objections are based
- The general four-step method for handling customer objections
- The seven specific methods of handling objections and when each should be used.

- **Objections** – concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase.
- **Excuses** – insincere reasons for not buying
- Welcome and plan for objections – they can guide you through the sales process.



Common Objections



- **Need** – may be a conflict between needs and wants



“Do I really need this BMW or do I just want it?”

Common Objections



- Product – concerns with color, size, or style



Common Objections



- **Source** – past experiences with the firm or brand



“My mother really did not like GE appliances. She said that they are of inferior quality.”

Common Objections



- **Price** – “That’s more than I wanted to spend.”



Common Objections



- **Time** – “I think I’ll wait until July when these sandals are on sale.”



Process for Handling Objections



- Listen Carefully – demonstrate concern
- Acknowledge the Customer's Objection – “I can see your point.”
- Restate the Objections – paraphrase
- Answer the Objection – be tactful!

Specialized Methods of Handling Objections

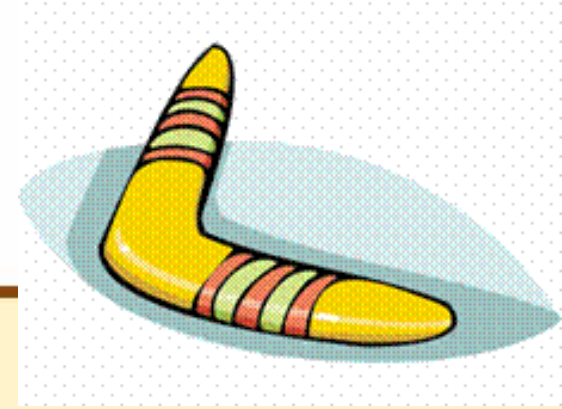


Substitution – Recommending a different product that would satisfy the customer’s needs.

Customer: “I don’t like the way this dress looks on me.”

Salesperson: “Here, why don’t you try this dress. It has a completely different look. I think it will fit your style better than the one you just had on.”

Specialized Methods of Handling Objections



Boomerang – bring the objection back to the customer.

Customer: “This ski jacket is so lightweight, it can’t possibly keep me warm.”

Salesperson: “It’s made of a special material called Thinsulate which will keep you warmer than something heavier.”



Specialized Methods of Handling Objections



Question – question to learn more about the objections.

Customer: “I don’t think my friend will like this shirt.”

Salesperson: “Why don’t you think she will like it?”

Specialized Methods of Handling Objections



Superior Point – Admit disadvantages in certain products but then present superior points to offset or compensate for them.

Customer: “Your prices are higher than your competitors.”

Salesperson: “That’s true. We use better quality materials and our product will last longer.”

Specialized Methods of Handling Objections



Denial – use when the customer’s objection is based on misinformation.

Customer: “This shirt will shrink.”

Salesperson: “No, it won’t shrink because the fabric is a special blend.”

Specialized Methods of Handling Objections



Demonstration – Show how to operate a product. Seeing is believing!

–Use when appropriate



“I can’t believe the food won’t stick to the bottom of the pan.”

Specialized Methods of Handling Objections



Third Party – using a previous customer or another neutral person who can give a testimonial about the product.

Customer: “I’m not sure how this sofa will look in my house.”

Salesperson: “Well, Michelle King bought one just like it last month. She loves it.”