

OVERCOMING OBJECTIONS

When asking another person for a commitment, the easy answer is “no.” No allows the respondent to move on and avoid being held to something in the future. This is very true when selling. Customers are likely to jump to a “no” answer, rather than jump to a “yes” answer. No can often mean a variety of things. It can mean “not yet”, “I’m still thinking”, “never ever”, “leave me alone”, and “maybe” among other things. When a consumer says “no” it is because there is a reason for them not to buy the product or service. There might be 20 reasons to buy, but one reason not to buy. That one reason might have them just unsure enough to not commit to a purchase.

In selling, there is a need to overcome these objections. In order to overcome an objection the company or sales rep need to eliminate the reason not to buy. If there are no reasons not to buy, it makes it easier for a consumer to commit. Sales reps are often trained with a script of exactly what to say, based on the reason a person gives. A common objection from a customer would be price, the “it costs too much” or “it doesn’t fit into our budget.” These reasons require a sales rep to add information. By adding information the rep can increase the perceived value of a product. Allowing the product to be more value can offset the objection of cost.

When handling the various objections that a consumer has, it is also important to be aware of the language used. Using certain words, known as stop words, causes unintentional emotions to be inferred. Stop words include: but, actually, just, always, never, and should. Looking at the two phrases below, which do you think is more appealing to a potential customer who is considering a purchase:

- (1) It would cost the same as a cup of coffee everyday.
- (2) Actually it would cost the same as a cup of coffee everyday.
- (3) But it’s the cost of a cup of coffee everyday.

The sentence with the word “actually” at the beginning can seem condescending, as if the consumer is wrong and less intelligent than the sales rep, and the word “but” causes consumer to get defensive and feel like they are getting pressured/begged to purchase. Avoiding these words can avoid negative feelings from consumers.

<http://www.inc.com/christina-desmarais/6-words-to-remove-from-your-vocabulary.html>