

Objections ... What's an objection?

An objection is an explicit expression by a buyer that a barrier exists between the current situation and what needs to be satisfied before buying from you.

How objections are handled is often the difference between a new client and a lost opportunity.

Sometimes the buyer says one thing but means something else. For example, the buyer may say that the company doesn't have time to take on a large project right now. However, the real issue is that he doesn't believe you can deliver on your promise. He's not willing to risk it because there's a lack of trust.

In other situations, an objection may exist but remains unspoken. This occurs when the buyer can't—or is not ready to—articulate the objection.

It's your job to uncover any hidden objections and make sure you get to the heart of each issue. In this report we'll share four steps to overcome the most common objections. The information presented, combined with some practice, will have you handling the most difficult objections with the resolve and confidence you need for selling success.

Why You Should Embrace Objections

To overcome the objections of prospective buyers, it helps to first examine the way you think about objections.

Many sellers go through the selling process hoping objections never come up. When they arise, the sales process comes to a halt. This is unfortunate and unnecessary.

Objections are a natural step in the selling process. Be wary of a buyer with no objections at all; he might have them and not be sharing them with you. When objections are viewed as a necessary step towards gaining commitment, they are less likely to derail your sale.

Think of any great sports team that competes consistently for championships.

Do they expect winning to be easy or difficult? Do they dismiss other teams or respect them? Do they avoid thinking about obstacles or prepare for them?

The answers, of course, are that great teams win because they expect challenges and prepare to overcome them. The same principles are true in selling.

Can Objections be Good?

An objection is a buying signal from the buyer—a sign that they are engaged.

It means your offer is being considered, and this sure beats apathy or being ignored. Objections help identify areas where you have not fully communicated the value. They provide you with the opportunity to learn valuable information about your buyer's beliefs.

An objection, heard and understood, won't blindside you in the future.

Indeed, objections are a good sign. When handled properly, they can help win you the sale.