

20 Best Sales Objections Handling Techniques



1 BE PREPARED

Do as much preparation as you can before you start selling. Analyze the objections that your customers usually have.

2 DO NOT INTERRUPT

Even if you already know what the objection is and how to handle it, don't try to interrupt your customers.

3 THANK

You should thank your customers for the objection because this means that you are given a chance to win the competition and close the deal.

4 AGREE

Agree with your customers before addressing their objections. If you show that you understand them they will understand you.

5 DENY

If you are sure that your customer builds the objection on personal assumptions you can deny this objection. You should feel when you can do it.

6 CLARIFY

If you are not sure what the customers objection is ask them for clarification. You should not guess as it may be very harmful.

7 SAY IT

If you are sure that some objections will be expressed you should try to express them by yourself.

8 DEMONSTRATE

Some objections can be handled easily if you demonstrate some features of the product or offer a trial.

9 WRITE IT

If your customers express several sales objections write down all of them and cross them one by one once you have handled each objection.

10 REPRIORITIZE

Many objections are very subjective as customers base them on their individual priorities. Change their priorities by showing best features of your offer.

11 RENAME

If you change some words in the objection you may get a sentence that sounds much more positively than what your customer said.

12 HUMOUR

In some appropriate situations you should add some humour when dealing with objections.

13 REFER TO OTHERS

Refer to previous customers who had the same concerns before they bought the product and who were fully satisfied when they use the product.

14 EXCHANGE

In some situation it is appropriate to offer an exchange to your customers. Literally this exchange is if you handle their objection they will buy the product.

15 BIG PICTURE

You should show your customers that these concerns are just tiny doubtful details and they should not influence their purchase decision.

16 FORECASTING

If your customers refer to your competitors in their objections you can warn them about bad characteristics of their products.

17 PULL BACK

If you feel that your customers are objecting and resisting the sale enormously you can step back a little bit and see what will happen next.

18 CHECK

If your customers do not express any objections this doesn't mean that they don't have any. Don't allow your customers to keep hidden objections.

19 ACCEPT

It is not profitable investing all your time and efforts into dealing with sales objections of just one customer. Accept it and move on to next customer.

20 LEARN

Don't let them go without asking why they decided not to buy from you. Learn from this situation as much as you can and adjust your tactics.

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