

Turn Objections Into Sales

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Has anyone ever come across an objection during their career in selling? It is almost impossible to avoid them—wouldn't you agree? Good sales professionals welcome objections with open arms. They consider them stepping-stones to the sale. Objections are simply buying signals that indicate your offer is being seriously considered, but the prospect still has some questions as to how your solution will meet their needs. In addition, the objection provides an open door to ask for the order. Once you clarify that the question has been answered, ask when the prospect would like to schedule the system installation.

Easy, right? Well, that was pretty simple, but it is a little more complicated than that. Wouldn't you agree?

You know a curious attitude is important for you to adopt because it helps you respond in a more appropriate manner. With the correct attitude, you realize that the client did not hear or did not understand, and you get to respond to that point again. The most advantageous attitude for you to have is... *Thank you for letting me know about another hot button.*



Through objections, the client is actually telling you what it will take to convince him to buy your solution. Remember, if you can satisfy the client's concern, you probably have the sale. If not, then perhaps the product/service is not as appropriate for the client as you had originally hoped.

There are a few standard objections salespeople hear over and over again. In most cases, you can easily handle these objections by adopting a curious attitude and asking additional questions. The more questions you can ask, the more useful information you can get for later. Don't forget, objections will tell you where the motivating hot buttons are located. Be curious but be gentle. Preserve the potential for a long-term relationship.

Every well-trained sales professional realizes that objections and questions are facts of life, which they have grown to enjoy and accept. Objections are merely the road signs that tell the professional sales rep they're on target with their battle plan. While this knowledge presents an advantage to the streetwise salesperson, not every salesperson realizes what an objection is.

There are four broad categories of objections. While there are many specific to the security industry, most objections fall into one of the following categories:

- **Need**
- **Interest**
- **Timing**
- **Money**

SALES TRAINING NOTES

NO MATTER WHAT CATEGORY OF OBJECTION YOU RECEIVE, YOU MUST SUCCESSFULLY TURN IT INTO A MOTIVE FOR BUYING.

Objections are sales makers, not sales killers. People who do not object are not seriously involved. If they do not challenge your price or question their need for your products or services, they have not been sold.

Here are the steps to successfully handle objections. You close, they give you an objection. You hear them out, then follow the CCICC process: concede, clarify, isolate, convince and close.

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To concede, say something like “I can appreciate that...” Make them feel that you agree with them. Soften the situation and empathize with whatever emotion is needed.

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To clarify, restate what they just said in a more positive manner. Ask them to elaborate. Say something like, “But just to clarify that I really understand your concern, you are saying...” and fill in what you think they said. Make sure you fully understand. Ask them to elaborate if necessary to fully understand how they feel. Get them to agree. This is important. Both of you must agree.

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To isolate the objection, question its importance, how strongly they feel about it and where it stands in the decision-making process. Say something like, “Is this all that’s stopping you from installing this system?” Make sure you isolate the objection. This is very important in the process. And finally, make sure this is not just one thing in a list of things. Because if it is, you did not use FFBBT during your presentation to get them to agree or find out where the issues were and deal with them there.

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Then, convince them by reselling them again on the benefits that answer their objections. This could be one of many different benefits, but always come back with a benefit that your company supports and promotes. You must be tight with all your products and services so you can convince anyone to buy.

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Confirm your answers and close. There are many closing techniques. Choose the one that fits this situation with your objective to get the decision.

Sales reps often ask me about a specific objection the customer gave them that they could not handle. By the time it gets up the chain of command, the opportunity for a decision or sale may be lost. Having a proven process to handle all questions will help improve the customer’s experience and cut down on many hours of extra discussions. This will have a positive effect for the customer, sales rep and company. All will benefit from handling objections on the first pass instead of after multiple e-mails and phone conversations, etc. However, this process will need to be practiced. As with any new process, there will be failures. With each failure comes an opportunity to learn and become stronger.

So, don’t let objections make you mad. Learn the CCICC process. And always remember, if you don’t make the sale, YOU work for free.

See you next time!

Jack