How to Handle Objections & Close More Sales

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If you are like many of the business owners I know you are doing all or most of the selling for your company. Many of you are doing it with little or no formal sales training and get frustrated when sales don’t close.

I frequently get asked, “How can I easily handle objections and get more deals closed?”. If you are uncomfortable handling objections you are not alone.

Most people are but don’t worry, I will give you five steps you can take to handle objections with ease and move on to close the deal.

“No”.

Not something anyone wants to hear. Many people fear rejection and just can’t handle it. But if you are in sales, “no” is just an everyday occurrence. It’s not personal.

How often do you lose a deal because of a price objection? How often do you lower the price of your product or service to close a deal?
It's important to determine the percentage of time that price is the issue. Is it more than 20% of the time? If the answer's "yes," and your products are priced fairly then you can use some tips on handling objections.

Objections are a natural part of the sales process. When you and the prospect are taking the steps to move forward in the sales process it is natural that objections will arise.

Price is only one type of objection and often a price objection masks other types of objections. Prospects will have objections about timing, features, service, shipping and a myriad of other things but sometimes instead of explaining those to you they object to the price.

Sometimes people are just not interested but don't know how to say no. Maybe they really can’t afford your product or service and don’t want you to know that. Learning to handle objections is important so that you don’t spend time with prospects that are not going to buy.

What are objections?

Objections are a signal that the customer is interested but not ready to buy. Objections usually arise because either you or the prospect doesn't have a full understanding of something important. People want to feel good about their purchases whether business or personal. They want to be sure they made the right decision. So sometimes an objection is really the prospect saying, “Tell me why your product is so great so I can feel good about my purchase.”
Handle It!

Most objections are legitimate and should be treated that way.

Many salespeople talk about having to overcome objections. I always use the term “handle” instead. If I have an objection, I don’t want to be “overcome.”

I want to know how you will handle that objection and make sure the purchase is a good solution for me. As a prospect, this will tell me a lot about how you will respond in the future if I become a customer.

**Four Categories of Objections**

Objections usually fall into one of 4 categories:

- Price
- Timing
- Product
- Unknown

The “unknown” is something the prospect will not disclose to you like, "My brother sells the same product but I need three quotes," or, "I don’t like you, but I’m not going to tell you that so I will throw out some other objections."

More about this topic later.
Categories

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<tr>
<th>Price</th>
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1. Price

*Price* is the most common objection. “The competitor was cheaper.” Or “I found another product that met my needs for less.” *People always want the best deal they can get.* No one wants to pay more for something they perceive to be equivalent to something that costs less.

However, people will pay more to get the best solution to their needs. If you look exactly the same as your competitor but their price is lower, they will get the deal. You have to differentiate your product or service and show the prospect the value.

*“Lowering your price is usually not the answer to a price objection.”*
2. Time Frame

**Time frame** is another common objection, perhaps you can’t provide the product in the time frame needed, and they don’t perceive enough of a benefit to make it worth waiting. Or your delivery schedule doesn’t work for them. If you can’t find a solution that fits their need you won’t close the deal. Sometimes you just can’t meet the prospect’s needs and someone else would better serve them. It’s always best to tell them that sooner than later.

**Not ready to buy.** They are just starting their search and make decisions slowly at their company. There is nothing you can do to speed up their process but you can learn what their what it is, the timeline and work within those constraints.

**Bad Timing.** Perhaps they were already in the process of buying from someone else so your timing is bad. Often you will learn about a need and then find out the prospect is at the end of their buying process. It may be too late but I have seen companies stop and take a look before they make their final decision. So find out if there is any chance they’ll do that before ‘throwing in the towel’, and if not and they go ahead with their purchase, call them back in 3 to 6 months and how that solution is working.

“Each company has a buying process and a timeline that you need to determine.”
3. Product

Product or feature issues are also common objections. Maybe it has more features than they need. Maybe it is too complicated. Perhaps they believe it is missing a feature that is important to them. Maybe the product doesn’t work as well as they want or in the way that they want.

Your product.  Their need.

Not a match.

“These cookies are delicious but I was looking for a Madeleine.”

If you don’t make Madeleines, direct them to someone who does. By being helpful they will look to you as a trusted resource and may come back when they need your solution.
4. Other

Who knows?? This objection is something that is difficult to uncover and in many cases you won’t ever know. Other could be, “My brother sells the same product so I am going to buy from him but called you and lead you to believe I would buy because I need three quotes” Or, “My boss told me I had to take a look at your product but I am not going to buy from you because your salesperson snubbed me at the show and I’m not going to tell you that so I will throw out some other objections.”

It could be something as simple as their priorities have changed and they didn’t bother to tell you.

You may never find out the real reason.

However, the more contacts you have at a company during the sales process, the better position you will be in and the less likely you will have an objection in this 4th category.

People who aren’t going to buy may throw repeated objections at you that you can never satisfy. You need to determine quickly if this is the case. Don’t give up too easily but you shouldn’t waste your time either.
The Solution

No doubt, you have come across all of the common objections; the next step is to make sure you have good solutions to handle them. The following exercise will help you:

1. Make a list of the objections you commonly hear.
2. Write several solutions that are appropriate for those objections.
3. Craft questions that will help you understand the objections.

Example:

**Objection:** The price is too high.

**Possible solutions:** Provide financing, develop a payment plan, and perhaps explain return on the investment. You could also help them work the purchase into the next budget. **In any event, always focus on value.**

**Possible questions:**

- What have you discovered in comparing our product to the competition?
- How much were you planning on spending?
- What is your budget for this purchase?
- Would financing make the purchase possible?
- What features and benefits would make the price work for you?

The answer to these questions will tell you which solution to provide.
Handling objections is something you will always need to be prepared to do. Prior to each sales call make it part of your planning process to think through what objections the prospect may have. New objections come up, but typically we hear the same objections and need to come up with good solutions to handle those. It is good to do the above workshop several times a year and remember to use the process for handling objections below.

5 Steps for Handling Objections

Having a systematic process for handling objections can make the difference in whether you can move the sale to a close. If you follow this process you will have better results.

Listen

Ask

Solve

Confirm

Move On
1. **Listen:** Listen carefully to the objection.

Listen carefully to the objection. In selling mode we tend to speak more than listen, particularly when we get worried. Now is the time to stop talking and listen. Wait until the objection has been explained to you completely before you do anything else. It’s Important to be receptive and validate their concerns.

“My concern is your delivery date does not work with our crews schedule and that will put the whole project in jeopardy.”

2. **Ask:** Confirm your understanding of the objection by asking a qualifying question.

Don’t be quick to assume you understand. Confirm your understanding of the objection by asking a clarifying question that helps you get more information about their objection. Don’t answer until you fully understand their concerns.

“I want to be sure I understand. You won’t have the needed crew available on the delivery date we offered.”

3. **Solve:** Answer objections with the appropriate solution.

You are prepared to answer their objection with at least one appropriate solution since you have already thought about possible objections and solutions prior to your sales call as in the exercise above.

“What if we can move the delivery date? Will that make a difference?”

4. **Confirm:** Confirm that your solution covers their objection.

If you have offered them an explanation or solution, you need to make sure that the resolution you offered meets their need. If it does Great! If not, you need to go back and make sure you understood the objection and offer an acceptable solution.

“If we move the delivery date your crew will be available and you can stay on schedule, is that correct?”

5. **Move on:** If the customer is open to the solution move on to the next step in the sales process.

Don’t oversell your solution. Don’t get stuck. Move on to closing the sale or to the next objection if there are more. Resist the temptation to go back to the one you already resolved.

“It sounds like changing the delivery date will make this work for you. Let’s get this order placed today to ensure prompt delivery.”

**“Once all the objections are handled you are ready to close the deal.”**

Handling objections is something that should be easy for you to do. Objections are a natural part of the sales process. In fact, if I don’t get any objections when I’m selling I get a bit worried.

I would rather handle objections before I close a sale than after because I never want a buyer to have “buyer’s remorse.”

**Remember:**

Objections are part of the sales process.

- Be prepared
- Use a process
- Close more deals

If you would like more information on sales please visit me at www.aliceheiman.com.

If you are facing any obstacles in your business with regards to sales, I welcome your questions. Please contact me at answers@aliceheiman.com or call 775-852-5020.