

## ***If you are having trouble overcoming objections it is because you don't know this TRUTH about objections***

Have you ever bought anything without any hesitation, without any objections? Not if it meant spending a lot of money or making a major change. We want to feel like we are making the right choice, we want to feel safe and secure in our decisions. That is why we always have a few objections even if we have already decided to make the purchase. This lesson will help you understand why customers have objections.

Anyone who will not complain about price is not very interested in what we are selling.

When the average person thinks seriously about buying some article or service that costs real money, they think at once also of reasons for not buying it. This is true even if they have the desire to buy and have practically made up their mind to buy.

To understand objections and why they are raised, just look at yourself: Suppose you have been getting along in your tiny 3 bedroom home, and suppose your earnings are good and you have the money to buy a better house. Then suppose a real estate friend calls, tells you about this great house that just came on the market.

You say to yourself, "I really don't need a new house. I'm getting along all right with the old one. It's foolish to spend this money right now - I might need it for something else.... On the other hand, my house needs a new roof and some other repairs. It may not be safe....Then again, why should I buy THIS house? I saw one Sunday and it looked pretty good to me ... Of course, I want to stay in the neighborhood ... still, that house was mighty nice. Then there's the new addition on the other side of town.... I wonder what my wife/ husband will think about buying a new house? He or she is not so hot about spending money.

You can see how easy it is to come up with at least 5 objections before we get serious about making the purchase.

Always keep in mind that the buyer is comfortable dealing with the sales person and company they are buying from. To make a change requires assurances that you will be able to handle their business.

In the buyers mind it is easier to stay with their current supplier even if the prices and delivery are not exactly as they would like. That is why they have at least five objections that we must overcome before a prospect will feel sure enough to give us their business.

The point is you should always be prepared for the objections you know will come up. If you ever watch how a comedian works an intoxicated audience and overcomes the wise cracks they throw at the speaker you have to wonder how they are able to respond so quickly. Here is there secret. Every comment and wise crack has been anticipated. They practice and practice until their response sounds like it was thought up on the spot. We should do the same homework with the anticipated objections we KNOW always come up.

As a sales person myself I always maintain the attitude that EVERYTHING I BUY IS OVER PRICED!

Why?

Because I am constantly on the lookout for new sales techniques and skilled sales people. This is what I call being a student of selling 24 hours a day 7 days a week. You never know where your next great selling idea will come from so why not always be searching for it. Always give objections even if YOU ARE SOLD AND READY TO BUY. The skill of the sales person you are dealing with is going to be put on the line and your observation of how he or she handles it is the best real life example you can observe.