

What do you do when a customer hits you with objection after objection?

Do any of these sound familiar?
I have too many suppliers already.
I really don't like your company.
We've been doing all right without you.
I'm tied up in a supplier contract.
I'm happy with my present supplier.
You don't carry a full line.
I'm not interested at this time.
See me in a couple of months.
I hear your company is having problems.
Business is down.

Why will someone continue to buy from a sales person when it is obvious they are not happy with the service, price or quality? The reason is that the buyer is comfortable dealing with the sales person and company he or she is buying from. To make a change requires assurances that you will be able to handle their business. Many times 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 you must overcome before they feel sure enough to give you their business.

The best response to smoke screen objections is to be sincerely glad they brought it up. When answering "smoke screen" objections the normal response is to agree with the objection, however, the best response is to say "I'm glad you brought that up!" And then ask a question.

This is a non-confrontational approach. When you do it sincerely you will come across with real concern for your customer.

How would you handle these common objections? I have too many suppliers already. I really don't like your company. We've been doing all right without you. I'm tied up in supplier contract. I'm happy with my present supplier. You don't

carry a full line. I'm not interested at this time. See me in a couple of months. I hear your company is having problems. Business is down.

When answering these "smoke screen" objections the normal response is to agree with the objection, however, an excellent response is to say "I'm glad you brought that up!" And then ask a question. For example:

"I don't like your company". Response: "I'm glad you brought that up. It sounds to me like someone must have done something in the past and it is Important that we get honest feedback about our products and services. What exactly is it that you don't like about our company?"

"I have too many suppliers already". Response: "I'm glad you brought that up. That certainly can be a problem, how many is too many?" "I may be able to help you consolidate," etc.

"You don't carry the items I need". Response: "I'm glad you brought that up. would you mind telling me which items you are referring to?"

Often we can get the prospect to answer his own objection or to admit that it is not a valid objection. To let the prospect answer his own objection you just let them talk.. Maybe he will answer his own objection. In any event, he will lower his blood pressure. You may say, for example, "I am interested in why you say that, Mr. Smith. I wish you would explain it to me more fully." You may merely ask him, "Why do you believe that?" If, as so often happens, the objection is not a valid one and the prospect has at best only a half-baked idea of what he is talking about, he will usually flounder around a while and end by admitting that the matter is of no importance.