

Why is it sometimes a good idea to agree with an objection?

What do you do when a customer gives you an objection that is true? What if what they are giving you a good reason why they should not buy and you agree with them?

Deny the objection if it is false. Admit the objection if it is true.

To answer an objection by denying it is rarely good practice. A denial is justified, however, if the objection is obviously untrue.

Always enter a denial if the prospect questions your own honesty or integrity or that of your company or any of its management. In such a case you have no alternative but to deny it firmly, since a sales person cannot answer that sort of an objection with arguments, reasons, or talk. Look directly at the prospect, and say slowly and clearly, "I don't believe I quite understand what you say." That gives the prospect a chance to cool down and soften what he says.

Another response might be, "Well, fortunately for me that doesn't happen to be the real story," or "I have some facts that do not altogether agree with what you say." Make it clear to your prospect that you are not intimidated and are ready to proceed with your presentation. Denial is sometimes necessary, even at the loss of a sale. Some sales people have won respect with their customers by becoming known as people who could not be intimidated.

Certain objections to buying cannot be overcome -because they are valid, true, and unanswerable. So admit them and drive on. Don't waste time trying to convince the prospect that he is wrong especially if he isn't. If the prospect says, "I'm over-

stocked now" - and you know that is the truth - don't get into an argument with him as to whether or not he is overstocked. Instead say, for example, "I know how things are at this time of year. However, I have a couple of items you will want to look at because nobody else in this town is offering them and they have proved to be fast sellers."

Because businesses are more complex, there is more for a sales person to learn about the company. A sales person must know his or her own company's policies on product, terms of sale, delivery and credit. In other words, you must have particular knowledge. In addition, sales people today must know more than merely how to sell; they must know how to sell the products of their particular company.

Whether or not a particular selling task is complex or difficult depends to a considerable extent upon the nature of the product. For example, it is easier to sell a simple, non-technical article whose use is immediately apparent than it is to sell a technical, complicated product that must be described, and the uses, of which must be explained. It is likewise easier to sell a widely advertised line with an established demand than it is to sell an unknown and unbranded product. Selling is also easier in a market where there is little competition than in one that is highly competitive. You need the skill to handle the particular selling problem presented by the nature of the product which is given to you to sell.