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- [Tuesday, Nov. 16, 2010](#)

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[« Back](#) | [Forward »](#)

Go to date: Go

Search Records: Go

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- [Sunday, Nov. 21, 2010](#)
- [Saturday, Nov. 20, 2010](#)
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[« Back](#)

Go to date: Go

Search Notices: Go

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Guerrilla Sales & Marketing

Handling Those Objections

LORI TURNER

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Granted, I'm wired differently than most, but I actually look forward to hearing prospect objections on a sales call. Why? It's likely a clue that a prospect wants me to slow down, provide more information, or make them feel more confident about purchasing. The beauty of an objection is it means the prospect is engaged.

The first step in overcoming objections is to confirm their legitimacy. Oftentimes, early objections are simply a knee-jerk reaction.

Resist fanning a minor objection into a raging inferno due to your assumptions, perceptions and emotions. Work to control the fire by acknowledging the objection and attempting to bypass it.

For example, if you're cold calling a small-business owner to book an appointment, and your prospect says, "We don't have the budget for your services." Your response might be, "I understand completely. That's an issue for most small businesses. The reason for my call is to..." If your prospect restates the objection, you know that it's significant.

Try these strategies for overcoming serious objections.

Complement It – Most people use the direct approach for overcoming objections – explaining what you heard and why it isn't accurate. If you're not careful, you can come across as argumentative. Instead, disarm your prospect and differentiate yourself from the competition by explaining how what you offer can complement what they have in place.

Here's an example. Prospect: "We use your competitor and are satisfied." You: "That's perfectly fine. Many of my clients find that our product complements their existing products. Let's discuss how."

Prevent It – Most of us can anticipate common objections. Why not eliminate them by addressing objections before they're raised? If a common concern is return on investment, strike preemptively like this.

"Given this economy, small-business owners, like you, must scrutinize every investment's return. We'll realize a minimum ROI of 25 percent within three months. Here's how..."

Convert It to a Trial Close – When you already have several points of agreement with the prospect and you're getting buying signals, isolate the objection and propose a sale if you can reach an acceptable solution.

Here's an example. Prospect: "I need to wait 90 days before incurring any additional expenses." You: "Great! So, if I understand you correctly, if we can delay the timing, I have your commitment to move forward."

Peel the Onion – Perhaps the toughest objection of all is, "I'll have to think about it." It signals that you haven't built enough trust and rapport for the prospect to reveal the real objection. Here's how to respond. "I can certainly understand that. This is a big decision, and I want you to feel



Lori Turner

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PROPERTY SALES	53	53	14,329
MORTGAGES	97	97	22,652
FORECLOSURE NOTICES	0	0	9,519
BUILDING PERMITS	0	0	38,144
BANKRUPTCIES	78	78	17,595
BUSINESS LICENSES	23	23	4,943
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completely comfortable. Tell me more about what's causing your hesitation.”

So, the next time a prospect says “I object,” thank them for the gift of telling you where they stand. The path to a “yes” is filled with objections. You’ll never reach the end until you deal with them.

[Lori Turner](#), managing partner, RedRover Sales & Marketing, www.redrovercompany.com. You can follow her on Facebook and Twitter.

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