

Sales Statement #18

Why do we Attract Sales Objections?

Sales objections most often occur well into the sales/buying process. At the risk of you feeling defensive or even angry you are responsible for attracting any sales objection. So why attract a sales objection or worse multiple sales objections?

Though sales objections vary depending on the product or service they have common attributes that meet one or two criteria. Some can be the result of a combination of both.

1. You missed something during the sales/buying process.

An example might be you didn't qualify or qualified poorly so the person you were dealing with didn't have the authority to proceed. In a complex sale your sales process might have been out of sync with the buying process? These and other knowledge and skills gaps can be overcome through classroom structured learning or sales coaching.

2. The client didn't trust or believe you.

This can be difficult because it could be the client's conditioned mindset or generated by you? If the latter I would recommend seeking a professional opinion and coaching advice. Is it the language you use or your non-verbal behavior that may project over confidence or a lack of it that the client is reacting to?

There are 3 actions you can implement when confronted by a sales objection:

1. Don't take it personally because this will show in your demeanor and reflect in your vocal tone and speech rate.
2. Express verbal empathy by using survival phrases such as "*I appreciate your point of view*" or "*Thank you for being up front*".
3. Ask open questions and actively listen to gain greater understanding. This will in many instances help the client to speak about what is bothering them and so reduce or eliminate negative feelings and become more receptive.

For more information or if you want to discuss any problem with sales or sales management then contact Kurt Newman on 61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.