

How to Handle Sales Rebuttals

Sales rebuttals occur during the early stages of the sales process. They are a **reactive statement** most often based on the client's past negative experience/s. For example, salespeople making promises that were not kept so the person assumes all salespeople or those from the one company are all the same.

Rebuttals can be annoying but need to be **handled with empathy**. To uncover the real reason for the rebuttal and to release any negative feelings the client may have you need to firstly acknowledge the rebuttal.

For example *"Thank you for mentioning that."* If this is said with warmth and empathy the person will feel that you care and they will respond accordingly.

Follow through by asking if you can ask questions. This can be as simple as *"Do you mind if I ask you about.....?"* This shows politeness that can add value to the relationship and by asking open questions will provide you with valuable information.

The information will help you to provide a response answer. *"I appreciate how you are feeling. The reason why this happened is.....and what we have done to rectify the situation is....."*

If multiple rebuttals are given in succession there is a real problem that will need to be addressed. Begin by evaluating the reason for having attracted so many rebuttals. It could be promises have been made in the past and the problems never fixed. It could also be your vocal tone and mannerisms, or speaking at a rapid rate projecting nervousness the client is reacting to.

Rebuttals are part of sales particularly when prospecting for new business. The key is not to take it personally, acknowledge then ask questions. This will get you past most if not all rebuttals.



For more information or if you want to discuss a sales or sales management issue 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.