

## Sales Statement #31

10 May 2017

# How to Attract Less Sales Objections

The old school of selling taught sales objections were an indicator of a client's interest. In fact back then it was believed the more sales objections you attracted the greater the chance of securing the sale. This is completely false. Sales objections can impede sales and stifle client relationships.

Sales objections are given in response to what the salesperson has **said, done or has omitted to say or do**. When this occurs it can be traced back to a point in time in the sales and buying process.

Examples include and are not limited to the following:

- The salesperson didn't believe in the value of the product or service
- The client wasn't qualified or not properly qualified
- The need wasn't established
- No or little rapport and creditability was established
- The client had reservations and these were not addressed
- The client is not interested
- No or too few benefits given and or not in line with key needs
- The recommended action was mismatched to solving the problem.

Providing additional value above what a competitor can or will offer the client to a large extent can prevent a sales objection. The following additional value is within your control and maybe what the client is seeking:

- Your competence as a salesperson
- Your knowledge of the client's business
- Your trusting relationship with the client
- Your product and industry knowledge
- Your personal commitment to the client
- Your attitude
- Your sincerity
- Your honesty.

Whilst a sales objection can be annoying and even lead to a temporary set-back it is a great opportunity to correct a misunderstanding or wrong perception and get back on track.



If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au). Please enter the subject heading Enquiry.



*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 increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.*



**Sales Consultants**

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