

Three Things to do to Turn Around Sales Rebuttals and Sales Objections

Let's admit it we don't enjoy hearing sales rebuttals and sales objections but they are integral to sales. For some these become real sales stoppers.

What is a sales rebuttal? A sales rebuttal occurs during the early stages of the sales process and at times within minutes of introducing yourself, for example you may hear *"I am not interested"*, *"I am happy with my current supplier"* or *"I am under contract."* Reactions can range from being defensive to mentally freezing, with these getting you anywhere? It is common for sales rebuttals to sound aggressive and possibly intimidating particularly for someone new, or relatively new, to sales. Emotionally charged sales rebuttals usually occur because the client has had a bad previous experience with your product/service or with a competitor or simply having a frustrating day meaning they are venting their anger. It may seem unfair, particularly if you were not the cause, but it's not a matter of fairness but a matter of handling the situation.

Sales objections on the other hand can happen well into the sales process meaning you are totally responsible for attracting that objection. As you read this you may be thinking *"Am I responsible for our product/service being dearer than our competitors?"* It could be that you didn't demonstrate value...ouch!

Sales objections occur because of two main reasons:

1. You missed something during the sales process, such as not qualifying that your contact didn't have the authority to proceed; not linking your value proposition squarely with your clients core needs; or, in a complex sale your sales process, being out of sync with the buying process.
2. The prospect or client didn't trust or believe you. In this case you may need to look at your body language and/or what and how you express yourself.

Whether you are confronted with a sales rebuttal or sales objection:

1. Don't take what is said personally because it will show in your demeanor.
2. Express verbal empathy by using survival phrases such as *"I appreciate your point of view"*, *"Thank you for being so up front"* or *"I can understand how you must have felt."*
3. Ask questions to gain greater understanding. This will also encourage the client to speak and as they do so they will rid themselves of negative feelings and become more receptive.

If we are all truthful we don't like to hear sales rebuttals or sales objections but it does provide an opportunity to change, and often improve, the relationship with a client.

If you would like to know more about this subject or have a sales problem you would like to discuss then call me direct 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 10-47%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.