

MODULE 11

HANDLING OBJECTIONS

Objectives

By the end of this module, you will be able to:

- Use a four step process for handling objections.
- List two responses to five of the more common objections used by customers in your store.

Content

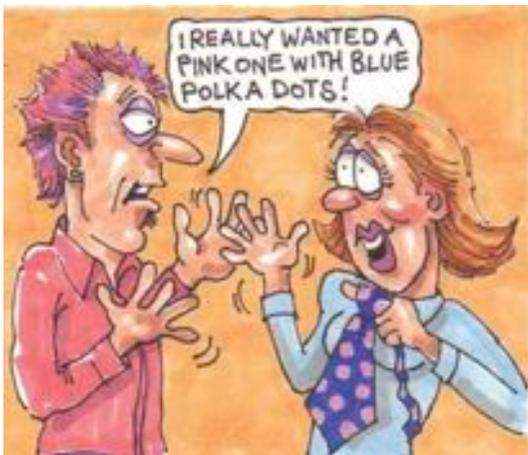
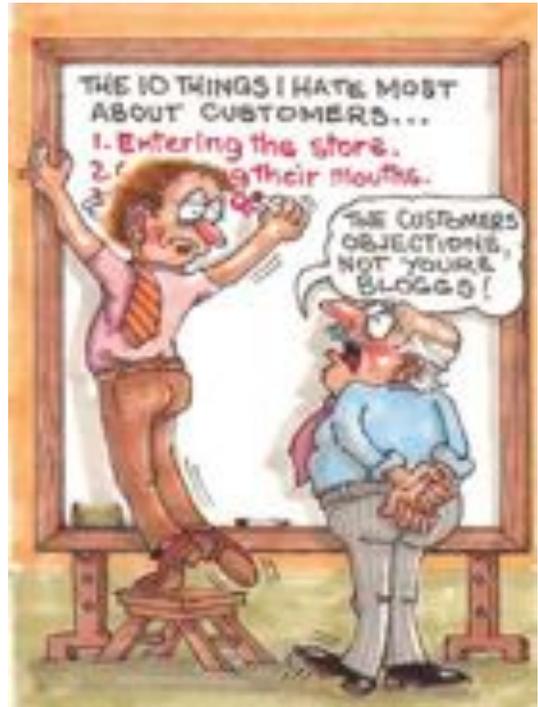
- The difference between an objection and a reason for not buying.
- How to record and analyse typical objections.
- Four steps to handling objections
- Price objections
- Responding to “I’ll think about it”
- Check yourself
- Exercise 11.1 – Dealing With Objections Creatively
- Exercise 11.2 – Handling Objections
- Exercise 11.3 – Acknowledging Objections
- Answers to Check yourself self-assessment

Action steps

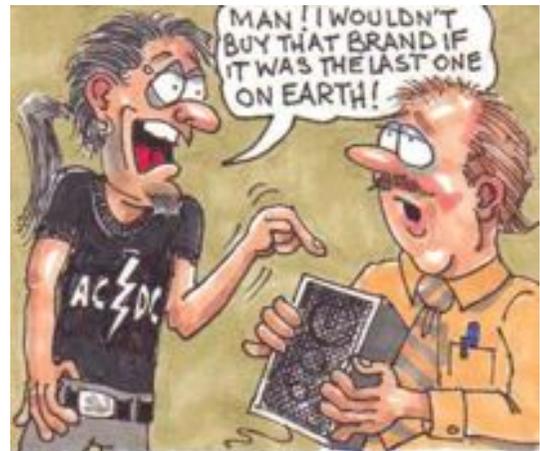
Prepare for your meeting with your mentor by:

- 1) completing the ‘Check yourself’ questions;
- 2) completing the exercises in this module;
- 3) completing your module action plan. You will find the action plan form on page 1.8 of the 'Welcome to the Workbook' Module 1. Print it out and complete it. If you are unsure of how to do this, refer to the example on page 1.7;
- 4) being able to explain the relevance of this module for your store; and
- 5) being prepared to demonstrate to your mentor that you have understood and achieved the objectives for this module.

"Welcome objections. The objections your customers verbalise are a gift."



Objections are a natural part of the sales process



Understand the difference between an objection and a reason for not buying.

The difference between an objection and a reason for not buying

Recognising what information your customers are giving you is an important skill for salespeople. This means tuning in to what they say, how they say it and their non-verbal behaviour.

From this you need to work out whether they are giving you a reason for not buying or testing you with an objection.

An objection can be defined as anything which a customer says or does which indicates that they have a doubt about the product or service. Objections are a natural part of the sales process.

In most cases an objection is your customer's way of letting you know that they want to know more. Of course, it often won't come out sounding like that, but if customers weren't interested they wouldn't bother to make a comment.

Welcome objections. The objections your customers verbalise are a gift. The worst objections are the ones they don't tell you!

Sadly, many times when a customer gives negative feedback, the salesperson assumes it is a reason for not buying and fails to follow through in a customer focussed way.

In these situations the thing for you to find out is whether the customer has:

- a) **An objection:** as we've said, this is a doubt of some sort. It can be overcome and you will still be able to sell the original product if you handle things well.
- b) **A reason for not buying:** This means that you didn't ask enough questions initially and this product is unsuitable. In this case you will need to restart the process and introduce an alternative product.

Sometimes it is hard to distinguish between (a) and (b). For example, a customer says, "That's very expensive."

- 1) Are they challenging you to justify the value?
- 2) Are they testing you out to see if you will offer a discount?
- 3) Do they feel that compared to other shops selling similar items it is expensive?
- 4) Or is this their way of letting you know that it is outside their budget?