

SALES OBJECTION HANDLING

Why Objections Are Not the Full Stop You Think They Are!!

This looks a bit too expensive for us.



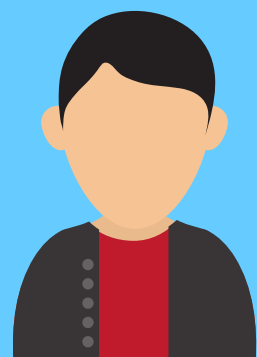
DEMONSTRATE VALUE

Highlight the benefits of your products. Talk about how it's superior to other available options

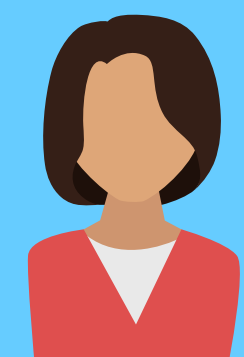
We're still recovering from the pandemic. We don't have the budget.

LISTEN & EMPATHIZE

Talk about offering growth-specific packages, bundle offers, value-added deals, or launch pricing?



We don't want to introduce a new product while everyone's working from home.



MOTIVATE

Plan your product around this objection—make it easy to use, add self-explanatory features & easy to set up.

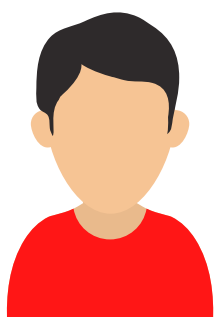
We're in the middle of a post-COVID recovery phase and don't have the bandwidth for change management.

OFFER VALUE ADDS

Talk about the in-depth training you offer as part of your sales process.



I'm a little too busy right now.



OUTLINE ACTUAL AGENDA

Give an actual time limit to discuss a pain point they're facing.

I would need approval from my boss.

ESTABLISH A RELATIONSHIP

Ask for contact details of decision-makers and set up a quick call, where you can pitch to them.



We already have a contract with your competitor XYZ.



PROBE MORE

Why did they chose that competitor? Probe for pain areas. Make it viable for them to switch.

Your product looks a little complicated to me.

FEATURE WALK THROUGH

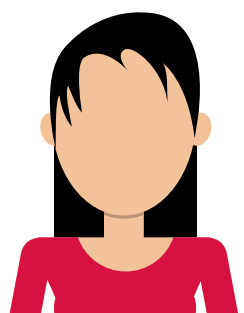
Explain features using demo videos. Share training materials and help docs. Inform about the onboarding support you offer.



I don't need your product.

UNDERSTAND THEIR EXACT NEEDS

Get an insight into the immediate problem they're trying to solve. Explain how your product answers that need.



I'll get back to you.

GATHER INFORMATION FOR EFFECTIVE FOLLOW-UP

Frame an on-point email. Prepare contextually-relevant follow-ups

