It is too expensive!

We don't need this!

I'll call you later!

The style is bad!

Your company is too small!

1. **BE PREPARED**
   - Do as much preparation as you can before you start selling.
   - Analyze the objections that your customers usually have.

2. **DO NOT INTERRUPT**
   - Even if you already know what the objection is and how to handle it, don’t try to interrupt your customers.

3. **THANK**
   - You should thank your customers for the objection because this means that you are given a chance to win the competition and close the deal.

4. **AGREE**
   - Agree with your customers before addressing their objections. If you show that you understand them, they will understand you.

5. **DENY**
   - If you are sure that your customer builds the objection on personal assumptions, you can deny this objection. You should feel when you can do it.

6. **CLARIFY**
   - If you are not sure what the customer means, ask for clarification. You should not guess as it may be very harmful.

7. **SAY IT**
   - If you are sure that some objections will be expressed, you should try to express them by yourself.

8. **DEMONSTRATE**
   - Some objections can be handled easily if you demonstrate some features of the product or offer a trial.

9. **WRITE IT**
   - If your customers express several sales objections, write down all of them and cross them one by one once you have handled each objection.

10. **REPRIORITIZE**
    - Many objections are very subjective as customers base them on their individual priorities. Change their priorities by showing best features of your offer.

11. **RENAME**
    - If you change some words in the objection, you may get a sentence that sounds much more positively than what your customer said.

12. **HUMOUR**
    - In some appropriate situations, you should add some humour when dealing with objections.

13. **REFER TO OTHERS**
    - Refer to previous customers who had the same concerns before they bought the product and who were fully satisfied when they use the product.

14. **EXCHANGE**
    - If your customers refer to your competitors in their objections, you can warn them about bad characteristics of their products.

15. **BIG PICTURE**
    - You should show your customers that these concerns are just tiny doubtful details and they should not influence their purchase decision.

16. **FORECASTING**
    - If you feel that your customers are objecting and resisting the sale enormously, you can step back a little bit and see what will happen next.

17. **PULL BACK**
    - If your customers do not express any objections, you cannot ask them any objections. They may not want to express their objections.

18. **CHECK**
    - If your customers do not express any objections, you cannot ask them any objections. They may not want to express their objections.

19. **ACCEPT**
    - If you feel that your customers are objecting and resisting the sale enormously, you can step back a little bit and see what will happen next.

20. **LEARN**
    - Don't let them go without asking why they decided not to buy from you. Learn from this situation as much as you can and adjust your tactics.

**Best Sales Objections Handling Techniques**

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