20 Best Sales Objections Handling Techniques
Objections in sales happen when customers try to break the sales process.
Bad sellers become disappointed and make mistakes when such objections arise.
Off course it is possible to move to another client,
Off course it is possible to move to another client, but it’s not wise!
Think of all the money, efforts, time and other resources you and your company **invested** into attracting customers.
You have to try lead as many prospects to the actual sale as possible and often you will face many objections.
Types of sales objections
Types of sales objections

price

It is too expensive!
Types of sales objections

price, need

It is too expensive!
We don't need this!
Types of sales objections
price, need, time

- It is too expensive!
- We don’t need this!
- I’ll call you later!
Types of sales objections
price, need, time, product

- It is too expensive!
- We don't need this!
- I'll call you later!
- The style is bad!
It is too expensive!
We don't need this!
I'll call you later!
The style is bad!
Your company is too small!

Types of sales objections: price, need, time, product, source.
How to handle sales objections?
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Here are top tips, tricks and techniques.
1. Do as much preparation as you can **before** you start selling. Analyze the objections that your customers usually have.
Even if you already know what the objection is and how to handle it, don’t try to interrupt your customers.
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.
Agree with your customers before addressing their objections. If you show that you understand them, they will understand you.
Customer:
- Your prices are higher than prices of our current supplier.
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You:
- Yes, I understand that price is a very important factor, but if you calculate all costs including maintenance and service you will see that in reality our products are cheaper.
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.
Customer:
- There is no service for this product in my area. I will not be able to service it.
Customer:
- There is no service for this product in my area. I will not be able to service it.

You:
- That is **not right**. There are 2 service providers in less than 10 miles from your company. Also, in a few months we will open another big certified service center in your city.
If you are not sure what the customers objection is ask them for clarification. You should **not guess** as it may be very harmful.
If you are sure that some objections will be expressed you should try to express them by yourself.
My clients often are concerned about the size of the product, but after they buy it I get many positive comments about how good that it has this perfect size.
Some objections can be handled easily if you demonstrate some features of the product or offer a trial.
If your customers express several sales objections write down all of them and **cross them** one by one once you have handled each objection.
Many objections are very subjective as customers base them on their individual priorities.

Change their priorities by showing best features of your offer.
EXEMPLARY

- Power is important, but this car will be much more comfortable for your big family.
- Power is important, but this car will be much more comfortable for your big family.

- Small size is more portable, but you can see more details on this big screen.
If you change some words in the objection you may get a sentence that sounds much more positively than what your customer said.
- Thank you for talking about the price. It is very good that you take into consideration all aspects of the product and I am sure you will make the right decision.
- Thank you for talking about the price. It is very good that you take into consideration all aspects of the product and I am sure you will make the right decision.

- Your question about the quality is very important. Now I understand that you are an expert in this area and you will easily understand my explanation.
In some appropriate situations you should add some **humour** when dealing with objections.
- You caught me! (smiling)

- Look at this phone. It will be very disappointed if you don’t buy it.
Refer to previous customers who had the **same concerns** before they bought the product and who were fully satisfied when they use the product.
- I had clients who had the same concerns about the style of the product, but results of our post-purchase research show that they are **fully satisfied** with the product and its style is one of the main reasons for these results.
In some situation it is appropriate to offer an exchange to your customers. Literally this exchange is if you handle their objection they will buy the product.
- If I give you a 5% discount will you buy this laptop?

- If we offer you a free delivery will you buy it?
You should show your customers that these concerns are just tiny **doubtful** details and they should not influence their purchase decision.
- I think that you **should not care** too much about the color. This car is beautiful and powerful in every color.
If your customers refer to your competitors in their objections you can warn them about bad characteristics of their products.
- Many of my new clients who used to buy from our competitors told me that they had to wait several months for spare parts. We are sure that this is totally unacceptable and we deliver spare parts within 10 days.
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- Please note that this offer is limited. We plan to increase prices for the future products by 10%.
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.
- No worries. I have enough time for waiting for your decision.
- No worries. I have enough time for waiting for your decision.

- I agree with you that you should not make purchases that are not within your budget.
If your customers do not express any objections this doesn’t mean that they don’t have any. Don’t allow your customers to keep hidden objections.
- Please let me know if you have any questions or concerns.
- Please let me know if you have any questions or concerns.

- I feel that there is something that you are not sure. I will be happy to answer your questions.
It is not profitable investing all your time and efforts into dealing with sales objections of just one customer. Accept it and move on to the next customer.
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.
Good luck with sales objections handling!

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