

OVERCOMING OBJECTIONS:

The Ultimate Guide



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The Importance of Overcoming Objections

Overcoming objections masterfully is one of the most important skills you will ever learn.

If you don't handle objections correctly, you **will** miss out on a lot of opportunities.

This goes for entrepreneurs, salespeople, and freelancers alike.

Not knowing how to deal with these objections can have a deadly effect on:

- Your confidence
- Prospecting for new clients
- Scheduling appointments or demos
- Negotiating with clients or business partners
- Closing deals

And more...

On the other hand, when you know how to overcome objections quickly and easily...you will find that you:

- Schedule more appointments
- Close more deals
- Understand your market's needs better
- Negotiate more effectively

And

- Have more confidence in every business situation that you face

No One is Born With These Skills

Objection handling is not some magical power, or some innate talent that you either are or aren't born with...

It is a very *learnable* skill: a systematic process.

It doesn't matter how much experience you have in sales because **anyone can learn this stuff**.

And the aim of this guide is to help you do that, step by step.

What You'll Learn in This Guide

In **Overcoming Objections: The Ultimate Guide**, you will discover:

- What objections are (page **5**)
- What causes objections (page **8**)
- The different types of objections you will encounter (page **13**)
- Where objections can occur (page **14**)
- 3 steps to overcoming objections (page **15**)
- Overcoming objections in various parts of the sales process (page **25**)
- How to improve your objection handling the fast way (page **60**)

And more!

What is an Objection?

Definition

An **objection** is *any concern, refusal, or disagreement that the prospect has regarding your product, service, or proposal.*

If not handled properly, an objection will prevent the sales process from moving any further.

Examples:

- “I don’t have the budget for that”
- “We already have another provider for that”
- “I want to think it over”
- “I’m too busy right now”
- “Can you just email me some information?”

Spoken vs. Unspoken Objections

An objection can be *spoken*, or *unspoken*.

An *unspoken* objection is also called a “hidden” objection.

If it *unspoken (hidden)*, you must find a way to encourage the prospect to make it *spoken*.

If the prospect doesn't tell you what their objection is – if it remains unspoken – you can't overcome it.

Later in this guide we will talk about specific ways to bring these hidden objections to light.

But next, let's look at the underlying cause of objections:

What Causes Objections

Objections are due to some concern, question, or doubt that the prospect has.

What's another word for that?

Uncertainty.

In other words, an objection is merely a signal that your prospect still needs more information.

So how do you solve uncertainty?

You give them the additional information they need to feel certain about moving forward.

Going Deeper: The Consequences of Uncertainty

If you don't increase your prospect's certainty...if you don't give them the information they're asking for...

Their uncertainty will grow into **fear**.

That's why it's never a good idea to try and ignore or avoid objections.

Their uncertainty will only strengthen, which will feed their fear.

And fear is the emotional cause at the very core of their objections.

There are many fears that your prospect has, and most of them have nothing to do with you.

Fears often come from past experiences and social conditioning.

Someone might have had a bad experience in the past, and they want to avoid making the same mistake (even if it's not true that doing business with you would result in that same mistake or consequence).

For instance, an executive might have hired a marketing firm in the past to help increase his company's online presence.

If that marketing firm performed below his expectations, lied to him, and overall left him with a bad taste in his mouth, this executive might now have the false belief that “*all* marketing firms are lying, incompetent scam artists.”

People often do this.

They take one bad experience with a company or industry and project that bad experience onto others that had nothing to do with it.

But it's not their fault.

It's what people do.

Our monkey brains have evolved to make broad brush strokes.

To put things into categories in order to simplify life and make it possible to get through the day.

For hundreds of thousands of years, this was effective to keep us alive.

It allowed us to make quick decisions to avoid danger and to find food and resources.

Our hunter and gatherer ancestors stayed alive thanks to these evolutionary mechanisms.

They ate an orange berry, got sick, and made an important distinction.

Orange berry = bad.

It was safer to avoid all orange berries than to take the risk of getting sick again, or dying.

But our ancient mental hardware isn't very well adapted to the modern world.

Thus, our mind still considers making the wrong decision about which brand of orange juice to buy at the store today *just as crucial to life and death* as eating a poisonous berry in the stone age.

And underneath it all, this sort of emotional, reflexive, illogical fear is what you're dealing with on a day-to-day basis with your market.

And using the right objection handling techniques, you can help assuage these fears and move the process forward.

Common Fears That Create Objections

There are underlying fears that create objections.

When a prospect has uncertainty, these fears will grow stronger. So try to trace all objections (which are indicators of uncertainty) back to the core fear that is being triggered. Thus, you can give them the information (rebuttal to their objection) that they need to feel certain again.

- Losing money
- Wasting their time
- Making a bad decision
- Getting taken advantage of
- Looking foolish to others
- Wasting *your* time
- Having to face their real problems
- Being pressured

Types of Objections

- **Not interested**
- **I need to think about it**
- **Send me some information and I'll get back to you**
- **Price is too high / not within our budget**
- **I need to get another quote / shop around**
- **I never buy on the first day**
- **I need to talk it over with my business partner / spouse**
- **I need to wait until_____....**
- **I'm too busy to talk right now**
- **I'm too busy for an appointment this week / month / quarter**
- **I already have a provider / product**

Where Objections Occur

From the moment you begin an interaction with a prospect, you need to be prepared to overcome objections.

Objections can, and will, occur at any point during the sales process.

This includes:

- Greeting
- Qualifying / Identifying needs
- Scheduling an Appointment / Demo
- Demonstration / Presentation
- In the Close

The Steps of Overcoming Objections

Overcoming objections can be broken down into three steps:

- 1. Listen**
- 2. Empathize**
- 3. Handle**

Step 1: Listen

You need to avoid making a dangerous mistake that many people make when they're selling.

When a prospect throws out an objection, most salespeople will try to respond to it immediately.

This is deadly.

The reason most salespeople do this is because they are afraid of objections.

They don't want the objection to have time to breathe because they are afraid it will grow stronger.

But you should **never talk over** your prospect.

After your prospect voices their objection, stay silent and listen for a few seconds.

Look at them as if you expect them to elaborate.

You might even say “Tell me more...” after a few seconds.

But let them get the whole thing out.

Remember, **it is not objections themselves that are dangerous, but rather objections that are never handled.**

And nothing is more dangerous than an objection your prospect never brings up or expresses in full.

Because you won't be able to overcome it. Which means you won't be able to close the deal...ever.

So **listen** first. Always. That's the first step.

Step 2: Empathize

You must **have empathy**.

In other words, **communicate that you understand where your prospect is coming from**.

Even though you don't find their objection to have any logical backing at the moment, you need assure them that you see it from their viewpoint.

The reason is, you know that their objection is merely an expression of their desire to know more information – but they don't.

You know that they simply don't feel certain quite yet.

You also know that, with the right information, they will be able to make a new, more empowering decision about moving forward.

But they don't understand this at the moment.

Their **fear** (a.k.a. "False Emotions Appearing Real") does indeed appear very real to them right now.

So, in order for them to be in an emotional state where they are ready to receive this information, you need to respond to their objection in an attitude of understanding and empathy.

See, they're bracing themselves for you to try and argue with them...to try and go into "sales mode" as soon as they give you an objection.

But when you show them that you actually have empathy, and see things from their perspective — you immediately stand out from other salespeople and they let their guard down.

So acknowledge their feelings and that they are valid.

After you hear out their objection, immediately respond with a statement of empathy, such as:

- **“I can understand that”**
- **“I agree”**
- **“Of course”**
- **“I get it”**
- **“I’m with you”**

Note: You are not agreeing that they should use their uncertainty as a reason not to do business with you...

You are simply agreeing that *it is understandable for them to feel the way they do, based on the information they have now.*

See, in their minds, their emotional reaction of “your price is too high” is set in stone, and it’s a logical justification for their subsequent thought, which is “therefore, I won’t do business with them.”

Whereas, in *your* mind, you see their emotional reaction of “your price is too high,” as the temporary emotional feeling that it actually is – subject to change based on new information.

But instead of judging them, or making them wrong, you agree with them on the surface.

This actually opens up their mind to be receptive to logic.

See, you can’t fight emotion with logic.

Instead, you make an emotional connection when you agree with them, when you acknowledge them.

Now they know that you care.

And even if they knew that earlier on in your sales call or in your relationship, they need a reminder of it here.

Handle

Now that you've listened and expressed empathy, you can move into actually overcoming the objection.

That's because now they're *actually ready* to process the logic that you're going to provide.

See, handling objections is a lot like judo.

You want to take the energy of the objection that the prospect gives you and redirect it.

You **convert emotional energy into logical energy**.

How?

You **remind them of what they stand to gain or lose** by either doing what you suggest or not.

If you're past the qualification stage already, then you should know what they want – what their desires are...what's really important to them and why they want to solve their problems so badly.

And thus, you simply remind them of this, and explain to them how your proposed course of action is the best logical way to obtain that.

So if someone says "It's too expensive!" when you reveal the price, you know that's mostly emotion speaking.

First you listen for a few seconds.

Then you assure them you understand "I understand, John."

And then you handle it with logic, using the energy of the emotion and desire as power to move forward:

"But are you concerned with just the price itself, or the overall **value** you're getting for the price?"

Now you've overcome the objection and transitioned back into a logical topic of conversation – back onto what they're actually wanting and what's the best *logical* way to get it.

And that's really the crux of handling an objection.

You redirect the prospect's mental energy back into a logical space so you can transition forward in your sales process.

So, again, the three steps of overcoming objections are:

1) listen, 2) empathize, and 3) handle them.

It's really that simple.

Overcoming Objections in Different Parts of the Sale

Now let's look at specific rebuttals you can use to handle objections in each step of the sales process:

- Greeting
- Qualification
- Presentation
- Close

Keep in mind that you can always tweak these to be more congruent with your sales process or personality:

Objections in the Greeting

Most objections in the greeting are not valid.

Thus, they should be met with agreement and acknowledgement.

This is more true of objections in the greeting than in any other time...

The levels of trust, rapport, liking, information, are all at their lowest point in the initial parts of a sale or call.

Thus, you will receive a number of objections during the initial greeting.

Some of them will happen before you've even introduced yourself...such as "not interested" and others will be objections to setting an appointment (because most cold calls should

actually have the goal of setting an appointment, not selling them right then and there).

Nothing demonstrates this better than the classic objection many salespeople get when first contacting a prospect: “not interested”

And think about it this way: how could someone possibly not be interested in your product or service if they don't even know *what it is* yet?

They can't.

Yet, if you've spent anytime selling, you know how often you're met with the “not interested” objection – which is most of the time.

Are they *really* not interested? Or... have they simply been taught that the easiest and most emotionally comfortable way to get rid of a salesperson is to tell a little white lie?

That means that most of the time these kinds of objections are *not valid*.

Think about it, your prospect is not sitting around all day, thinking to themselves: “Hmm, after careful deliberation, I can’t wait for Johnny the salesman to call me so I can tell them I’m not interested.”

But when you’re trying to build your business, to earn an income, to put food on your table, to fund your dreams...you’re going to be interrupting some people during their day.

That’s why a lot of people say “I’m not interested.”

What they really mean is this:

“If I hear you out, I might actually be intrigued. Then I would have to consider your proposition. Then I would actually have to use some brain power...UGH. And *that* would expend energy (“Oh nooo!! Not *that!*” says the monkey mind). I don’t *want* to expend more energy. Plus, I have dozens

of non-important emails, tv shows, and other minor tasks to attend to.”

But of course, if they knew everything your product did, all the ways it could help them, and how much of a steal it is for the price you’re asking...they’d be begging you to buy it.

However, even the objection of “not interested” is not a bad sign.

In fact, it’s still a good one.

If someone *truly* wasn’t interested, they would hang up, walk away, or shut the door in your face.

Anyway, here is how to handle it:

Not interested - “Of course, I wouldn’t *expect you to be* interested. After all, you don’t even know what I’m going to say yet. But let me tell you why I called”

From here you transition into your typical pitch / cold call...

Busy / In the middle of something - “I understand how valuable your time is. Give me the courtesy of 5 minutes and I promise not to waste it.”

We already have a service / supplier - “I understand, and most of my clients were already working with someone else before I called them. I’d just like to get you enough information for you to see if an alternative is worth considering. Can you give me the courtesy of 5 minutes to do that?”

Busy until next quarter / month, etc. - “I understand how busy you are, that’s exactly why I called. Someone like you never has much time to look at a solution like this, which is exactly why I’m so flexible. What time of day is typically best for you?”

I need to talk to my board, spouse, team first-
“Absolutely, I agree. And who would that be?”

(write down the name / title so you remember later) Great, what time typically works best for you and (other decision makers) to hop on a call, so we can all be on the same page?”

Notice how they’re trying to use the excuse of needing to talk to someone else to delay moving the sales process further.

Just like we discussed earlier, you are going to use judo to use the objection’s power in your favor.

You’re going to use the reason they gave you as the exact reason they *should* move forward...

They’re saying they need to talk it over with other decision makers, and you agree!

If they truly want their other decision makers to evaluate this potential solution with them, the only choice is to have everyone on that call to prevent misunderstandings...so you’re suggesting the best way forward for everyone.

They don't need to get "approval" to schedule a meeting or call with you, though. That's the part of the prospect's objection that's just silly.

It's just a call. They can cancel it if they want.

So don't confuse their need to get approval from other decision makers on the final decision (buying) with the minor decision of scheduling a time to talk.

Plus, remember that this is not a logical objection. Objections hardly ever are.

The only logical thing is to have all the decision makers on that call or demo.

So don't treat it as though it makes any sense (in your own mind).

Acknowledge it kindly, though. Then quickly say your rebuttal to continue to move the process forward.

Don't have the budget right now - "Of course you don't, how could you have a budget? You don't even know what it's going to cost. I just want to get you all the information you need so you can determine what your budget *will* need to be for something like this in the future. How is Tuesday at 3?"

Again, don't be fooled by objections that are not valid. And **in the opening part of a cold call or sales relationship, almost every objection is invalid.**

It simply doesn't make any logical sense for them to talk about not having the budget right now...they don't even know what your solution costs yet!

Plus, you're not asking them to buy anything yet!

If you have an effective sales cycle, most of the time you are simply asking for the opportunity to

see if you would be a good fit and offer them a price or proposal.

This requires no obligation or commitment on their part...thus requires no budget!

Again, these are not things you would say to the customer out loud using those words...as it would make them feel like you are judging them or trying to argue with them.

Instead, I mentioned it to remind you that, while some of these objection handling techniques may seem to dismiss your customer's concerns or be insensitive to their needs at first glance...it's actually the opposite.

If you are a true professional, if you truly care, then you will not let the prospect box themselves in a corner with emotional nonsense and white lies.

You will be focused on what they truly want and need, and thus you are firmly focused on the logical next step to help them get that.

Sometimes, you need to help them get out of their own way.

Acknowledge their fear. Understand it. But do not encourage it or participate in it.

Don't ever let irrational fear or illogical reasoning get in the way of you positively changing your prospect's life with your solution.

That's what unethical people who *don't* believe in their product do.

And if you're one of those people, then you're a scam artist and I hope you don't learn or use any of these techniques.

What's your price? - "I'm happy to get you a price. To do that I'll need to understand exactly what you're wanting and what package and additional

features you're going to get. It should just take about 30-60 minutes, what's your availability tomorrow at 2?"

See, here they are hoping you will simply give them a price.

But how is that a logical request?

How can you know what a product costs without knowing additional key information like:

- How many units the prospect wants
- How many users they will have
- How long they will use it
- What features they want
- How they are going to take care of payment

...and all the other factors that go into it?

It would be downright unprofessional of you to guess or "ballpark" it.

You risk either scaring them off because it's artificially too high (and they don't know the value behind that price yet) or making them view your solution as too cheap and thus not very high quality.

Either way, you are doing yourself and your prospect a huge disservice and wrecking your chance at building a solid relationship and understanding and serving their needs before the process has even begun.

So what you noticed with the rebuttal above is that it *offers* to give them a price.

It agrees with and acknowledges their desire to know that information.

This reassures them that you understand them and that you're on their side.

That you're going to help them get what they want.

So their defenses lower. They are actually going to listen to you now...

If you were to argue with them here or respond in a negative way, or simply tell them you can't give out price quotes up front in a rude way...you'll lose rapport.

And good luck closing the deal after that.

Still, you are not going to *provide* the price just yet.

Because, as we covered earlier, this simply isn't possible to do in a professional or accurate manner without understanding more about your prospect's desires and requirements.

So what you have effectively done with this objection handling technique is ensured that your prospect will get the price like they wanted, you're just helping them understand the logical way forward to actually get it, which is a bit different

than the initial path they thought the process would take.

See, the other thing is, they do want to know the price.

However, subconsciously, their emotionally-driven ego, their inner monkey brain, is looking for reasons to avoid further effort.

Thus, they don't realize it, but they are trying to create a situation where they can say "no" to you.

They are looking for an "out" — A reason that your solution would never work for them.

A reason to never meet with you in more detail in the first place, because if they do they will realize that their needs are bigger than they thought and that you are the perfect fit and that they should take action, spend money, and spend time on implementing it to solve their needs.

Thus, their request for a price is genuine, in a sense. But it has been hijacked.

They are looking for a logical reason to justify their negative emotion (fear, laziness, doubt)...that they should say no to you...

What you need to do is help them with a logical reason to say *yes* to their *positive* emotions (desire, reaping benefits, helping their company and their family, solving their problem)...

So what you're doing is delaying when they receive this logical information (which is the same information – \$5 is \$5, \$5,000 is \$5,000, etc.) until they are in a positive state and are focused on reality: their situation, their problems, potential solutions, value of those solutions, and what they're actually getting for that price.

Right now, if you were to offer them a price, you can't win. The mind will find what it wants to find.

No matter what price you give, they will find a way to make it “wrong” for them.

So again, you might be reading the rebuttal above and thinking “but if i don’t give them the price when they ask, aren’t they going to get mad at me?”

Well sometimes they will, no matter what.

That’s called sales. Learn to deal with it.

But most of the time, if you do it correctly, with good intentions, it will make sense to them.

Again, this isn’t some kind of trickery or manipulation – this is you staying focused on what the prospect *actually* wants and what is best for them...and sometimes the most effective and proven approach to helping them achieve what they really want that is different than what they’re imagining at first.

I'm not the decision maker - "Great. Who *would* be the decision maker on something like this?" (write their name down, then ask for them by name next time you call).

Always treat everyone with respect. You never know how they can influence the decision maker.

Plus, if you treat them well, they will be more likely to offer up information on the decision maker for you.

Then, when you call back another time, you will already know that information so your call will seem more relevant – that's a big difference in your ability to get through to the decision maker going forward.

Send me some information - "Sure. What specifically would you like to know more about?"

The power of this two fold.

First, you are agreeing with them instead of fighting them here.

Secondly, you are quickly determining if they are just trying to blow you off or if their objection is actually valid.

If they truly want more information, they will elaborate on what is most interesting to them...

Then you can propose scheduling a call to share that information with them in depth since it would be too much to send over email.

Objections during Qualifying

Questions are a powerful thing in sales.

But they're only powerful if you can get *answers* to your questions.

You can run into objections in the qualification stage of your sales process in the form of reluctance, uncertainty, or refusal to answer your questions.

This is especially true of some of the more bold, or difficult, questions to ask during this stage.

Here are two objections you might run into during this stage and how to overcome them:

I don't know what I want - "That's fine. What do you definitely *not* want?"

You can't accept "I don't know" as an answer to anything. You're dead in the water if you do.

So, in this scenario, help them communicate what they're wanting by starting with what they're *not* wanting and narrowing it down from there.

I don't know why I decided to do this now... "I completely understand. Most of our clients tell us they have problems with x, y, and z...which of those problems do you have?"

It seems silly that someone would not know why they're looking into potential solutions for a problem...but this objection pops up surprisingly often.

Sometimes, it's because prospects have difficulty putting their problems or desires into words...

Sometimes it's because they're embarrassed...

And sometimes they're trying to withhold specific information from you so you *can't use it to build urgency and sell them.*

And make no mistake: if you're not able to get your prospect to share with you **why** they want to look at solutions, you won't have an effective presentation or closing sequence.

You have no leverage.

So, if they're having trouble remembering why they want to explore products or services in your industry, give them some hints by mentioning common problems your customers tend to have.

The likelihood is that they have one of those problems.

And now you can gather that crucial information to focus on it in your presentation.

I'm not making a decision today "I completely understand that. I won't ask you do to anything

you're not comfortable with. Just promise me you'll keep an open mind, fair enough?"

If someone claims that they will not make a decision today / on the first call early on in your call...don't fight it.

Sidestep it.

Use your sales judo.

With the rebuttal above, you're not strengthening their surface argument of "not making a decision today" but rather acknowledging their core reason for saying it: they don't want to feel like they got a bad deal or got pressured (remember the fears that prospects have).

They don't want to feel uncomfortable with their decision.

And that desire for feeling comfortable...that's what you're agreeing to honor.

You're also not arguing with them. You aren't saying – well you better be willing to buy today!

But you are leaving the door open to that in a very reasonable request: keep an open mind.

Read that rebuttal over again and really try to understand what's it doing on all those levels.

It's subtle. It's reasonable. It's agreeable. It's simple.

Oh, and by the way, it's ethical: it disarms your prospect to prevent them from blowing up the deal and screwing themselves out of something that could change their life in a really positive way.

Objections in the Demo / Presentation

To recap, all objections are a good sign.

As long as you know how to overcome them, they are actually opportunities, not obstacles.

Objections indicate that your prospect is *engaged*.

And objections in the demo / presentation stage of the process are even *better* indicators of interest.

These objections typically come as a result of you saying or asking something that will move the prospect down the line toward a sale.

The prospect can sense this, and so their emotional, reflexive responses kick in.

But who would be flustered or emotional when you're simply trying to go through your presentation? – Someone who knows they're interested, qualified, can afford it, and are dangerously close to buying.

That's who.

I don't need to see this / hear this, just give me the price - "I understand, but there are some unseen benefits that I think are really important for you to see...would you allow me to share them with you?"

This is for when the prospect thinks that they already know all about your product or service and don't want to "waste time with the presentation," they just want the price..

Of course, you need the demonstration / presentation in order to build value in your offer so that the price will make sense.

So never take a shortcut and go right to the price.

Have the discipline to handle this objection and help the prospect understand how the presentation actually benefits *them* more than anyone...

I'm not buying today - "I know you're not, I'm just curious how you're feeling about it right now"

This objection will typically come as a result of you doing a trial close on the customer, wherein you try to gauge their interest level and create some mental ownership.

They feel that you're doing this, and so they instinctively assert how they're not buying...

But remember, you're not asking them to buy yet.

You're just gauging their interest.

Common trial closes that bring about these objections are:

- “On a scale from 1 to 10, how much do you like this right now?”
- “Can you see yourself using this?”
- “Don’t you want this in your office?”
- “Isn’t this the product you want?”

Trial closes are a really powerful part of selling.

You can use them throughout the presentation and especially near the end.

You do this to create mental ownership and then gauge their buying temperature to see if it’s a good time to transition to the actual close.

It’s important that you know how to overcome objections in this step.

Remember, you have a right to ask questions like these – to make sure you are doing your job and

that everything makes sense and sounds good to your prospect.

So confidently handle objections here by remembering that in the trial close, you're not asking for a decision.

You're merely asking for your prospect's *opinion* about your product.

This lets you know what points you might need to go back over, what issues you need to address, and whether or not it's a good time to go for the close.

I don't like X feature / I wish you had Y feature -
"I understand. But that wouldn't keep you from moving forward, would it?"

This is an excellent objection to hear.

If someone is nitpicking little details about your product or service, it means that they are very interested.

They are doing some final tests and criticisms to see if this is the right fit for them.

And part of them is looking for an out, so they won't have to make a decision to do business today.

Now, these could be valid criticisms on the other hand.

That's why you handle the objection in the above way.

You're separating a mere complaint from a real objection.

There is always something that your prospect wishes your solution had or didn't have.

What you need to determine is if it's just a minor preference and they're still willing to do business with you in spite of it...or if it truly is a dealbreaker.

Objections in the Close

You will almost always get objections in the close.

Sometimes, you can actually close right after overcoming some of these objections...

Other times, you need to loop back to other parts of your sales process and build additional value if it turns out your prospect is still confused about fundamental aspects of your offer.

Here are various objections you will hear in the close and how to handle them:

I need to think about it “I understand you want to think about it. When people tell me that, it usually means they still have questions that haven’t been answered. So what questions do you still have?”

Don’t ever accept “I want to think about it ...just ‘cause I want to..” as a legitimate reason to delay a decision.

If they are wanting to 'think about it' then they are either just procrastinating and trying to get rid of you...**or** if it is a legitimate objection, they have a real reason they are still concerned about.

Remember, objections are a request for more information.

And that's exactly what you're offering in response to the "I need to think about it" objection.

Price is too high / Out of our budget - "I'm with you. But when you look at what we do differently than our competitors, you can see why, can't you?"

Never apologize for your price.

People do not make their decision on price alone.

It is always about the overall value of the offering.

So remind them that you provide the best overall value, and ask them to admit that they see how your price is justified.

I need to get another quote / shop around “I understand, but are you concerned with the lowest *price* or the best overall *value*?”

Again, remind them that their decision should be based on value, not price.

Furthermore, most of the time this objection is just a procrastination technique.

I never buy on the first call / day “I understand that. But, by definition, if everything was perfect – the price, the service, the features, the timing – you *would* go ahead with it. So what’s not perfect about our offer today?”

It’s up to you how much you want to push in the close.

Some products and services are sold almost exclusively on “one-call closes,” and thus if you don’t get a sale on that first call, you’ll likely never even see that prospect again.

For longer sales cycles such as b2b enterprise software, it’s often best to play it softer and get more general information to follow up on later.

I need to talk it over with my business partner / spouse / board - “What do you think would be important them in this solution?”

If you determine what the other decision makers value in a solution, you can overcome the objection now or at least gather information to follow up more effectively.

I need to wait until (date) - “I hear you. Why is that?”

You need to quickly determine if this is a valid objection or simply an attempt to stall.

The way to do this is to ask them why that date or event is significant.

If it is actually a legitimate objection (in your prospect's mind) and not a white lie, then there is still a chance to overcome this objection.

See, if they say something like "well I need to wait until I get my tax returns next month so I have more cash flow" then you can identify that the reason they can't take action today is simply a lack of cash right now.

Thus, if you offer financing or delayed payments of any kind... you can still close the deal and they won't have a cash flow issue anymore.

Problem solved!

How to Fastlane Your Results

Prepare

Understanding the psychology and strategy behind objection handling is important.

But it is only the beginning.

One of the keys of overcoming objections is being able to overcome objections quickly and confidently.

To do that, you need to memorize your rebuttals.

Looking over them once or twice or even three times isn't enough.

This is something that takes repetition in order to master.

So take the tactics above, tweak them to be congruent with your personality and business, and then drill them like crazy.

That's the real secret.

One final thing:

Log Your Objections

If you really want to make rapid progress on your objection handling, then start writing down every objection you hear during your sales calls.

Later, look at them and tally them up.

Each week, take a look at this list and see which ones you need to work on the most, then make a commitment to drill those first thing before your work day.

Over time, you will plug all the leaks in your objection handling game.

You will address your prospect's concerns with ease.

As a result, you will enjoy yourself more, help more people benefit from your product or service, and earn more money.

About the Author



Austin Robinson is fascinated by people: how we think, how we act, and *why* we do what we do. Sales is just one part of his never-ending quest for knowledge in this area.

He has sold online, over the phone, and door-to-door for organizations in various industries, ranging from small tech startups all the way up to \$1 billion companies.

The strategies and techniques in this book are a result of his knowledge from extensive first-hand experience overcoming objections as a salesperson, and the scores of research he has conducted along the way.