

## Handling Sales Objections

I've outlined a quick overview of the sales process, by which you move an individual from lead to client, and to recap briefly, it goes like this:

- ✓ You start by qualifying them, then building rapport
- ✓ You listen closely, and establish your credibility, and they naturally come to see you as a professional and a trusted advisor
- ✓ You show them the incredible value you deliver, and they become your clients

Yet, after all of your careful groundwork, some prospects will object that they are not ready to sign on as your next client. It may feel like a roadblock has just been thrown up in front of you, but actually ***an objection is not always a bad thing***. They are voicing a concern, and giving you another chance to listen, and address that concern.

Be patient. By the third, fourth or fifth meeting, you've listened a lot, and you might be weary of the hand-holding that some prospects require. That said, it's important, when a prospect voices an objection, not to jump all over them with a slick rebuttal. After all, you've carefully positioned yourself as a trusted advisor, and you don't want to risk being seen as a pushy salesperson. Because once that happens, it can quickly turn into a game in which they throw out objections and you dismiss them. And then, they come up with even more objections, and you're getting no-where fast.

**An objection is actually a signal that the prospect is ready to buy.** If they are on the fence but not asking questions, it's because they are getting ready to just walk away.

So welcome their questions. You don't want them to feel pressured, so it's important to again, listen very closely, acknowledge their concerns, and share your expertise. In doing so, you'll gain a better understanding of this particular prospect, and continue to enhance the level of trust they have in you.

After all, they came to you with a problem, and you have the ideal solution.

What follows are groupings of objections you may hear, about you, the products you carry, scenarios that may or may not ever happen, and other topics. Be ready to handle these with reasonable, logical responses (or ask for assistance) that are designed to reassure your prospect and help you convert them into your next client.