**Handling Customer Objections**

Objection handling is essential. A sales person who can comfortably deal with customer concerns will not only close the immediate deal, but also build trust for future sales.

This training will help you to

* Clarify customer concerns
* Deal with them and build the trust
* Make sure the customer is happy to buy

# Be pleased

A customer objection is really no more than a question that has so far been left unanswered. If we view them as late questions then dealing with them is far more straightforward. Remember that most customer objections fall into the following three categories

* I need more information
* I need more justification
* My needs have not yet been met

And what they are suggesting is that if you fix this I will buy. So these are reasons to be pleased, which is why we encourage you to welcome the objection and always respect it. It is a genuine concern for them and we must regard it as such.

# Agree and outweigh

# This is a negotiation technique that can be used to effectively deal with customer concerns. It ticks the respect box because we show this by agreeing or understanding the objection. The Outweigh part is when we give reassurance or evidence that the concern is not a problem.

# Customer- “*I want to have a look around because I’m keen to get a good price”*

# Sales person *- “Of course Madam and you’re right to, and it’s for this reason we offer the price match service so our customers can be confident that they are paying the best price”.*

# Be proactive and “stroke” your customer

Customers can often suffer buyer’s remorse after purchase. This can even kick in before the product arrives in the world of telesales. While we can’t eradicate this feeling entirely a little reassurance from a trusted sales person will make the customer feel good about their purchase. It’s sometimes called stroking, but it involves assuring the customer they’ve made a good decision at the end of the sale with a simple and concise phrase.

E.g.- “This is a really popular camera and everyone is thrilled by the results, so I’m sure you’ll have fun with it”.

It does need to be sincere and authentic so think how you can make it relevant to your customer

**Question the objection**

It is actually a positive sign if a customer raises an objection because it shows they’re engaged, so objections can actually help us to a stronger sale if we use them correctly.

Remember a customer raises an objection for one of three reasons-

They need more information, more justification or their needs have not been met...yet.

The table below shows some customer objections and the question we can ask that will give us clarity and help us to progress the sale...

|  |  |
| --- | --- |
| **Objection** | **Question** |
| It’s more than I expected to pay | If you can give me an idea of how much you were looking to pay then we can see what we can do for that price. What price did you have in mind? |
| I need to think about it | Of course. When would you like me to call you back? |
| It sounds very complicated | Which bit is complicated? Where can I explain things more clearly? |
| I’m really not sure I need all that... | From what I’ve described which aspects would you say were the “must haves”? |
| It’s not quite what I wanted | What have I missed? |
| I’m just not sure... | I want you to be sure what do you need to hear from me to be comfortable to buy today? |
| I need to discuss it with my partner | Is there a time I could ring and talk to you both? |
| I’m going to have a look around and might come back to you | What can I do now to help you make an informed decision? |

With any of these you will need to be careful with your tone of voice, but they all encourage the customer to help you to help them by giving you a bit more information on where they have concerns.

Pre-empt - There may well be customer objections or concerns you hear frequently. If this is the case consider how you can pre-empt and explain a benefit to reassure your customer. You may even want to put yourself in their shoes.

E.g.-*If I were buying a pc today I would want to know 2 things-where do I go if it goes wrong and who can help me set it up. Well we have a network of repair partners and a free helpline to help you get started.*

Know your competition - Knowledge breeds confidence. Confidence is very important in objection handling. It is not just knowledge of your own product, but also knowing what your competition is doing. This will enable you to counter any objections the customer may raise from their own research. As ever the delivery is vital, but if you take the

Agree and outweigh approach you will be able to counter the objection in a non confrontational and rational manner.

E.g. **- (Agree)** *I have seen that offer and like you I thought it was a good price, and a reasonable device.* (Outweigh)*Some customers do find the slower processor a bit frustrating when they are trying to do complex task like photo editing though.*

# Key Learnings

* View objections as an opportunity to strengthen your sale
* Welcome, acknowledge, and resolve them.
* Be careful that your tone remains calm and not defensive
* Ask questions to get clarity and help you progress the sale.
* Know your product and your competition
* Always agree and then outweigh.

This has kindly been supplied by Rob Wilkinson

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