

# Crush your sales objections

12 Powerful Techniques To Crush Your Sales Objections, 3X Sales Wins



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## Introduction

Sales objections are real. If there are no objections to your offer, **“it is mostly likely buyer will not buy”**.

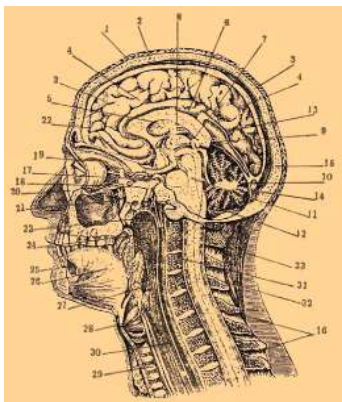
**Sales starts when buyer says NO**

Don't give up. Focus on the objection, not on the NO

Sales objections always exist and the way is to be prepared to handle these objections.

Now when it comes objections, there are 3 types. These are what I call

**Head, Heart and Wallet in other words Logical (Technical), Emotional, Price.**



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## Head – (Logical | Technical)

- I don't need those features
- Your delivery time is too late
- Guarantee for only 5 years where we want to have for 10years.
- Your product is just 3 years old and whereas I want to have 5-year tested product
- We want you to assure about 50% savings

## Heart (Emotional)

- I need to think about it.
- I need to talk it over with someone.
- Can you send me some information and I will look into it?
- I don't have the time.
- I am already working with someone.
- We are talking to 2-3 vendors
- We have already tried it and it didn't work.
- I am not interested.
- We do not believe what you say works

## Pricing (Wallet) Objections

- Your price is too expensive.
- I don't have the budget allocated
- We expected a lower price
- We cannot go with Capex
- Can you reduce some features and reduce the price by 30%?

## 12 Techniques to crush these objections?

Use 1 or more of these below methods

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1. **Story:** Use a story about a client who had a similar objection but bought your product or service and got great results that met the objection.
2. **Non-stated:** Address the unstated assumption underlying the prospect's objection.
3. **Question:** Answer with a question, for instance, if they object, "The price is too high?", you can ask, "How much is too high?"
4. **Solve the problem:** Solve the problem that prompts the objection.
5. **Isolate the objection:** Ask questions to make sure the stated objection is the only objection so you can focus on answering it, such as responding to a money objection with the question, "Other than money, is there anything preventing you from moving forward?"
6. **Bring out the objection:** Ask questions to determine if there are any unstated objections underlying the stated objection.
7. **Investigative selling:** Investigate the reasons for the objection by responding, "Tell me more about that."
8. **Before it comes up:** Build a response to the objection into an earlier part of your presentation so that it does not come up in the closing phase of your presentation.
9. **Show the benefits:** Overcome the perception that your offer lacks a sufficiently strong value proposition by emphasizing the value of its benefits.
10. **Reduce the risk:** Add weight to the value side of your offer by removing risks that counterbalance it.
11. **Be unreasonable:** Make an unreasonable request to force the prospect to justify their objection (not always applicable, but occasionally useful).
12. **Negotiate:** Adjust the offer to something the prospect finds reasonable by changing a term such as a price or another component of your close.

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# B2B Sales Made Simple

Hi, My Name is Prashanth G and I am sales growth and communications.

I believe that quality of life, business everything is depended on 2 factors, i,e how we communicate with ourselves and with others.

I love to help businesses, entrepreneurs to communicate their ideas in a way that makes more impact and helps them connect, engage and gain commitment from clients.

I have 22+ years experience in industry and worked with 100's of business owners, entrepreneurs, sellers.