



Overcoming Common Objections

Here are some examples of common "real" objections (as opposed to hidden objections) we often hear. They are followed by some possible replies. Remember to pause briefly, and then rephrase the objection while you get the commitment.

I'll have to talk it over with my wife/husband.

"I can understand that. I generally discuss major purchases with my wife/husband also. It's a matter of working together. However, IF she/he approves of this model, IS this the one you would like?"

I'm not sure I can afford it.

"In other words, it's a little more than you planned to invest. Am I correct? IF I could show you a way to fit this (product) into your budget, is this the model you would really like to have?"

Your Price is higher than I've seen at other stores!

"I'm very glad you told me that. It shows me that you are doing a good job of shopping. Even though we shop our competition regularly there are a few times when a competitor might have an item for less. However, IF I could meet that price, when would you like to take delivery?"

(Be absolutely certain you are talking about the same Brand & Model!)

I should probably wait until the new model comes out.

"Are you waiting to see what improvements there are on the new models? IF there are no changes other than cosmetic differences, wouldn't you prefer to take this model before the new models arrive at a higher price?"

This will probably go on sale soon.

"It might and I wouldn't want to see you spend more than is necessary. IF I were to guarantee that we will refund the difference in the event that it goes on sales within the next 30 days, would you want to go ahead with the purchase today?"

I'm not sure it will fit in my space.

"Size is certainly an important consideration; I wouldn't want to have it delivered only to find it wouldn't fit. However, IF this unit does fit into your space is this the one you want?" (You can then suggest that they go ahead a buy it, then measure the space when they get home, to be sure it will fit.)



Of course there are many more objections you might encounter. However, the basic rule in overcoming any of these REAL OBJECTIONS is to:

1. **PAUSE THOUGHTFULLY** ... to show your concern.
2. **REPHRASE THE OBJECTION IN YOUR OWN WORDS...**
softening the concern you just heard expressed and showing whether you understand their objection or not.
3. **GET A COMMITMENT...** if no further objection is heard.
4. **CLOSE THE SALE...** write up the order and get a down payment if you can.

Good Selling. And remember. The customer really is #1. The fact that they are in your store to "shop around" is an indication that no one has satisfied their need... until they met YOU!!!