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HANDLING OBJECTIONS AS A "TRUSTED ADVISOR"

Let's face it: in the occupation of selling, objections are a part of the game. But here is the good news; objections should not be viewed negatively as most can be addressed and ultimately resolved. When clients seem to be hesitant to commit and harbor some lingering doubts about your offer, your job as a "Trusted Advisor" is to find ways to get to the root cause of the concern.

Believe it or not, the ball is in your court and one thing is for sure; objections are not meant to stop you in your tracks. Some people insist that the true test of a sales professional is their ability to effectively handle and overcome objections and we couldn't agree more.

So, what is the secret to overcoming objections and improving your closing ratio? Let us share a few valuable research-based strategies for identifying, handling and conquering objections, while maintaining the highest level of professionalism.

Ask smart questions

Let us assure you that the secret lies in your ability to ask the right questions. Why? Simply-put, a high-performing sales professional, who asks smart, specific and open-ended questions, is in control. And being in control is the key to effectively handling objections. In fact, the questions you ask can make all the difference in the world. They not only set the tone for a solid professional relationship but also reveal your competency level and your knowledge of the prospect, their business and not to mention your vested interest in their well-being. Their responses will help you uncover the true reasons for the hesitancy and will help you continue to move the sales process forward.

Keep the client's ego intact – Demonstrate Empathy

Before you start tackling tough questions, find middle ground with your prospect and let them you know you understand where they are coming from. That's one of the best ways to cushion your answer and assure the buyer that you understand how they feel. If you attempt to argue or dismiss their remarks, you may ruin your chances of advancing the sales process and ultimately not be viewed as a "Trusted Advisor".

Consider price just another buying criteria

When it comes to sales, price objections are very common. And because of the nature of this type of objection and the fact that at times, this may affect the customer directly, defensiveness can be further raised in these situations. However, it's important to consider price nothing more than another buying criteria. When identifying needs, gaining a full-range of understanding of how the client is prioritizing their needs can be greatly useful in these situations. For some customers, price is at the top of their priority list while others may value other items such as turnaround times, service levels, terms of the deal, etc. Therefore, it is critical to gain an understanding of the customer needs and to share the value you provide before entering into price discussions.

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Alter your mindset

If you often get discouraged by objections, it's time to change your reaction to the word "no" or "not now" in selling situations. Your attitude may very well determine the outcome of your efforts. We recommend that you start thinking of every objection as valuable feedback, rather than a stopping block. With every "no" try to figure out how you can change direction and get to the root cause. Most important, don't take it personally. After all, resistance is a natural occurrence in the thought process of a lot of buyers. Just keep your customers' needs in the forefront and empathize to let the customer know you understand their concern.

Conclusion

Many high-performing sales professionals welcome the challenge of an objection, while others still dread them. Even if the buyer is inclined to move forward, they may need additional clarification, more concessions on the part of the salesperson, or final approval by another party. Whatever business you are in, the key is to prepare yourself to learn about the customer's concern and offer solutions to mitigate their concern with the end result; longer-lasting customer relationships, more closed opportunities and more customers viewing you as a "Trusted Advisor".

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About Janek Performance Group

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