

Objections are a requirement to a successful sales day. In fact, without them, you're likely not engaging your prospects and customers.

Truth is, it's the introduction of an objection that can spark a flow of information that can help you further qualify a sales opportunity and better understand the needs and current environment of your prospects. For this reason, you should work to embrace and understand the true objections you might be facing.

When companies and individuals have an objection to

making a purchase, it's one or some combination of the following eight. Review them... know them. When you've hit a wall, check your sales opportunity against them.

Understanding the true objection(s) will help you get one step closer to where you need to be – whether it's to the next stage with your current prospect or investing your time elsewhere.

THE 8 OBJECTIONS

1. Lack of perceived **value** in the product or service
2. Lack of perceived **urgency** in purchasing the offering
3. Perception of inferiority to a **competitor** or in-house offering
4. **Internal** political issue between parties/ departments
5. Lack of **funds** to purchase the offering
6. **Personal** issue with the decision maker(s)
7. **Initiative** with an external party
8. Perception that “it's **safer** to do nothing”