

# Sales Effectiveness: Overcoming Objections



"When life hands you lemons,  
don't just make lemonade.  
Open up a lemonade stand."

—Dale Carnegie

It is likely in any selling situation that obstacles will have to be overcome before a buying decision is made. Often, we make the mistake of "handling" objections in such a way that the buyer is turned off. Resolving objections effectively is a process that involves careful, sensitive listening along with positive, factual responses to buyer concerns.

We must understand that buyer objections are not always rational. Objections are often totally emotional. We must respond to customers' emotional needs, along with the obstacles preventing them from buying, if we want to build long-term relationships.

STEP  
ONE

STEP  
TWO

STEP  
THREE

STEP  
FOUR

STEP  
FIVE

LISTEN

QUESTION

CUSHION

RESPOND

EVALUATE

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FOURSTEP  
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## STEP ONE LISTEN

It can be a real challenge to really listen to objections. Most salespeople face the same handful of objections, and we tend to hear them all the time. We generally think we know what the buyer is going to say, and we often know how we will respond. This creates a tendency to listen halfway through and jump in to respond. This is an important time to slow down the sales process, listen for understanding, and see objections from the buyer's point of view.

## STEP FOUR RESPONSE

Your response is determined by a great many of factors including relationship, related interests, and buying perspective. However, one of the best way to respond to objections is evidence. Evidence DEFEATS doubts.

D Demonstration  
E Example  
F Fact  
E Exhibit  
A Analogy  
T Testimonial  
S Statistics

## STEP TWO QUESTION

When the client gives an objection, it can be perceived in four ways:

- What they say
- What we hear
- What we interpret it to mean
- What they really mean

It is critical that, before responding to the client's concern, both the salesperson and the client clearly understand what the concern really is. Be careful not to interpret the objection, because our response might be off target if our interpretation is incorrect.

## STEP FIVE EVALUATE

We may think that we have done a terrific job of resolving the buyer's objection. However, it is what the buyer feels that is important. Before moving ahead, let's take a moment to evaluate whether or not the buyer is ready to move forward toward a commitment.

Examples:

Does that make you feel more comfortable about the lease payments?

How does that sound?

Does that address your concern?

## STEP THREE CUSHION

A cushion is a statement that acknowledges that we listened to the prospect, heard the objection, and recognized it's importance. When a buyer states an objection, our first action should be to cushion the objection. A cushion does not agree, disagree, or answer the objection.

Examples of Cushions:

Objection: Your price is considerably higher than I expected.  
Cushion: I appreciate your concern about the investment.

Objection: I am happy with my current provider.  
Cushion: I'm sure your current provider has been satisfactory.

Objection: My staff is happy with the process they are using now.  
Cushion: Certainly you want to keep your staff happy.

Objection: I do not think we're ready to make a change at this time.  
Cushion: I know you want to make the right decision at the right time.