

Handling customer objections

Your approach:

- ✓ Do not argue or fight with the objection. Work with it. NEVER GET DEFENSIVE.
- ✓ Think of it as a barrier separating the customer from the value your offer holds for them.
- ✓ Your task is to help them to see things beyond the objection or at a different angle and reach for them.
- ✓ The fact that the barrier exists is a good signal that they want to make the deal. Most of the objections are also buying signals.

Customer objection	Your appropriate response
<i>"Your price is too high"</i>	Accept their opinion. Ask why they think the price is high. Depending on the answer, you may find an easy way around the barrier, e.g. payment in instalments, or the customer wants to negotiate a better deal.
<i>"I do not have a budget for it"</i>	Confirm with them that the problem that your offer or product may help with is not a top priority for them right now. If the answer is yes, ask for a different time to contact. If the answer is no, ask a question about the budget.
<i>"I need to think about it"</i>	Do not let the customer leave when they say this. They typically do not return. Instead, ask what exactly they need to think about and try to answer all their questions on the spot. If a customer has already spent significant time with you, you have a good chance to close the deal there and then.
<i>"I will need to discuss this with my spouse"</i>	Always politely ask about how they make such decisions with their spouse. It sounds like not your business, but on the other hand, your business is to give the customer the most comprehensive information that they might not have when they discuss your offer between themselves and without you. Try to convince the customer to bring their spouse to your office to answer all the questions, or suggest a conference call.
<i>"I cannot afford it"</i>	As in the objection "Your price is too high", you need to reveal the real reason behind this objection. It might be an unexpected one.
<i>"I am happy with my current provider"</i>	That rarely happens if the customer has taken the time to listen to your offer. However, if you hear this objection, ask about one thing their current provider could have done better and build on it. There is always room for improvement.
<i>"I am too busy to consider any changes right now"</i>	Ask about concerns that the customer still has. Usually, this means they do not see enough benefit to take the work, or they might think the change is burdensome to implement. Tell them that you will arrange all the papers and formalities. Explain what they need to know about the change. Warn them of any potential threats. It will create trust and help them to make the decision. If the time is not right, ask when is the best time to contact them again.