



Sales Objection Handling Course E-Book

Lesson 1 – The Sales Objection.

Overcoming objections can be one of the most uncomfortable aspects of sales. It seems you have to *disagree* with a prospect or customer, not a nice thought for any salesperson. However, you need to understand that you are not disagreeing with the *person*, only their *idea or opinion*. If you are sure that your solution will deliver real value to them then it's your job to overcome objections and bring them to your point of view. People are naturally unsure or hesitant, it is your job to give them all of the facts they need to make that decision.

Salespeople who display confidence and empathy during objection handling truly set themselves apart. What is important to remember is that, when your prospect raises an objection, it does not necessarily mean he or she has rejected your offer. They may simply be examining their options, weighing the risks, or trying to wrap their heads around the idea of change, which most people typically resist.

Sixty percent of customers will say no four times before saying yes, so mastering the art of objection handling is not just a nice to have; it is a necessity to succeed.

Which means that an objection is a prospective customer's reasoning, logic, excuse, or *opposition* to making a positive buying decision. Now, with that definition in mind you can see the prospect *has control* over the situation. The prospect can change their decision and make a positive one. However, for whatever reason, the prospect has chosen not to buy, and the objection is their reason for not doing so.