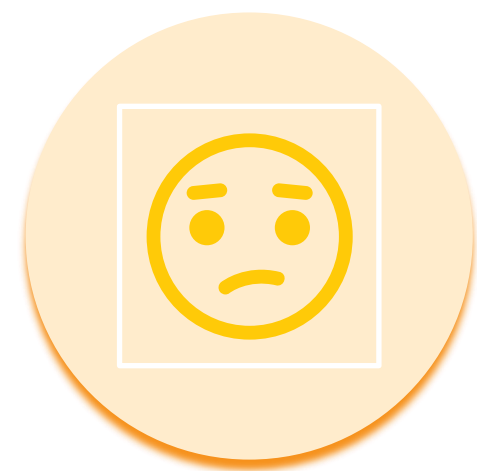


# Sales Objections are NUT\$



**Need:** Lack of need as the buyer does not yet perceive, or does not admit, the need to solve a problem.



**Urgency:** Lack of Urgency as the Buyer does not yet see the impact and value of your solution.



**Trust:** Lack of Trust as the Buyer feels uncertainty about you, your solution, or your company.



**\$:** Lack of Money: The Buyer communicates that there is no budget or money for your solution.



# Lack of Need

---

- Your prospective client doesn't see a problem, much less any need to change the situation.
- Knowing your prospect's industry and its challenges can really help.
- They are not educated enough on your product and doesn't know what problems it can solve.



# Lack of Urgency

---

- Your prospect doesn't see the full impact and value of your solution.
- What competing priorities currently have their attention.
- Do they accept there is a cost of "inaction"?

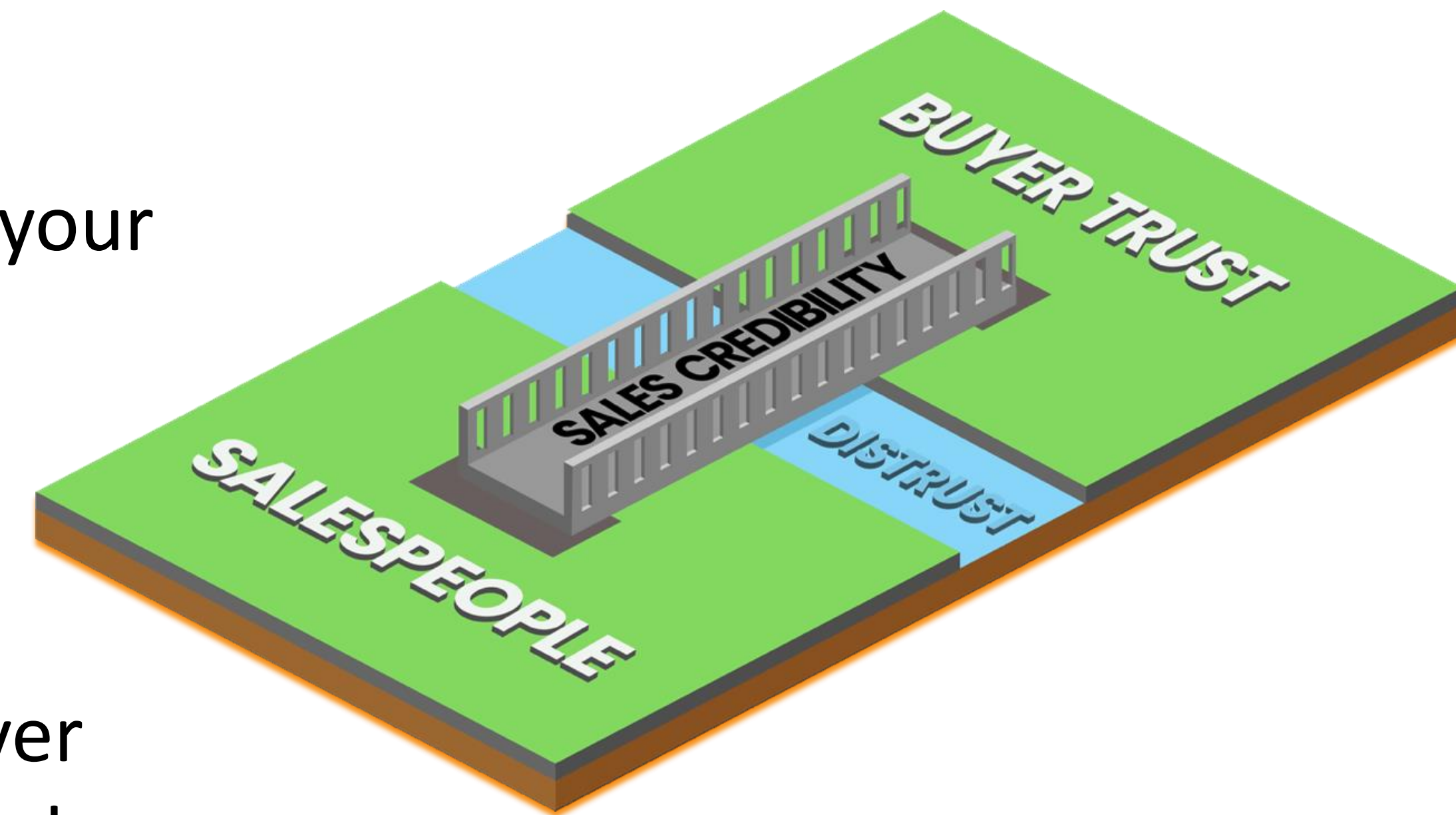




# Lack of Trust

---

- ❖ Your prospect needs some help understanding your solution, your company or you better.
- ❖ They may be worried about risk or loss.
- ❖ A mental gap exists between the image the buyer has of your company v the one you have painted.



# Lack of Money

---

- You need to find out more – it is value or the price?.
- Objections related to pricing are common, but sometimes they can veil another issue.
- Ask your prospect – is the pain worth paying for?
- Is it just money or something else blocking it?



**LACK OF BUDGET**