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The Key to Eliminating Objections and Increasing Sales

By Charlie Cook

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You're in a meeting with a promising prospect. You review the project and the services you provide and then, just when you're hoping to get the okay, the prospect raises an objection. They may tell you:

- "I haven't got the time right now."
- "Send me a written proposal and I'll think about it."
- "We already have a supplier."
- "We prefer working with a larger company."
- "Its too expensive."
- "We really don't need your services."
- "I need to get approval from my boss."

Has this ever happened to you? How do you respond? Are these the real problems, or is something else going on?

Prospects give objections like these when they still have a question about your company and the value of your services. If they tell you they're looking for a larger firm, what they are really asking is, "Can your firm do the job?" "Do you have the resources to meet our needs?" "Won't a larger company with more personnel give us better service?"

When a prospect tells you your product or services cost too much, what they are really asking is, "Are the benefits worth the money?" "How do I know if it will work?" "Will I get my money's worth?" "How much money will I save or make by using this service?" "Won't I save money by not using your service?"

When a prospect tells you, "I already have a supplier." what they are really asking is, "How do I know I can trust you to provide the services?" "How do I know you'll do a better job than my existing supplier?"

Prospects raise objections because they have questions about your company's credibility, the solution your product or service provides and its value. Every buyer has these concerns.

The Key to Eliminating Objections and Increasing Sales

Once you've done work for a client, selling them your services the second and third time around is much easier. They trust you, understand the solution you provide and recognize its value.

To eliminate objections, first acknowledge that most of prospects' objections are based on three common underlying concerns.

The solution you provide.

Prospects want to know whether it's a fit for the problem they are trying to solve. They want to know what it does and whom it has previously worked for.

Your credibility.

Unless they've purchased your products or services before, prospects need to know that you can be trusted to deliver.

The value of your products and services.

Whether it costs a few dollars or a few million, buyers want to understand the benefit of what they are buying in their terms.

The best way to avoid having objections become last minute deal breakers is to take the following three steps to identify and address them in the course of your marketing.

1. Validate Objections

Openly acknowledge common concerns in your marketing materials and presentations. If you are a small firm competing against larger companies, don't try to sweep this obvious fact under the carpet. Point it out and use it to your advantage.

2. Understand Objections

Use questions to get prospects talking about each of their concerns. If you charge high prices for your services, ask them what their concerns are about price. With the right questions, you'll find out where to take the discussion or how to refine your marketing strategy.

3. Educate Prospects

Once you have a clear idea of your prospects' distinct priorities you can explain the benefits of using your high priced service or how the smaller size of your firm is actually to their advantage.

When to Address Objections

The best time to address objections is in your marketing materials. You can use your brochure, your web site and other materials to validate prospects' objections, understand their concerns and educate them. Assuming your prospects read your materials, you can use this approach to eliminate objections before you even have the first conversation with a prospect.

Of course, not all prospects will read everything you provide and some will have lingering concerns despite your best efforts. Until the sale takes place, you should assume that your prospects might have questions that need to be addressed. What can you do about these persistent objections?

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Use your marketing conversations to get prospects to clarify their concerns so you can address each one. For example, don't wait until the last minute to find out that the person you've been talking to needs to consult their boss. Early on in your marketing effort, ask them who needs to be part of the purchasing decision so you can include them from the start.

Prior to asking for the sale, get your prospect to identify:

- When would be the right time to use your services?
- What information do they want to see in a written proposal?
- What they like and don't like about their existing supplier?
- What their financial or other objectives are?
- How a smaller company could better meet their needs?
- What benefits would justify the costs?

Your marketing objective is to make it as easy as possible for your prospects to become clients.

Unanswered questions and concerns get in the way and result in lost sales. Eliminate these up front in your marketing and you'll find many more prospects signing up to be clients.

Eliminating Objections to Increase Sales

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You want to increase the flow of sales revenue, but you are stymied by prospects' seemingly endless objections. Prospects say they're not interested. They tell you your price is too high, or this isn't the right time. You've heard all the objections. What can you do to get rid of these once and for all?

Engineering Your Marketing

When I was seven one of my favorite ways to spend a hot summer day with my friends was playing a backyard game we called "waterworks".

We'd use a trowel to construct channels in the dirt, put the hose at one end and watch the water flow. If we wanted the water to go straight, we'd remove rocks and debris to clear a path. We became sophisticated engineers, guiding water around corners and across short aqueducts. We felt like masters of the universe, directing the water where we wanted it to go. (You can bet my mother loved seeing us come into the house at the end of the day.)

Plan your marketing to take charge of increasing your sales. Your marketing can lead prospects to your products and services the way my friends and I engineered our waterworks; by making clear paths and removing obstacles. Channel your prospects' attention and interests and eliminate objections. Below are the four most common objections and ways to eliminate them.

Lack of Interest

The Key to Eliminating Objections and Increasing Sales

Prospects need to understand what you do before they can become interested in what you have to offer. It is that simple. If you're marketing yourself as a lawyer, coach, accountant or fitness center, you're not telling people why they should be interested. To capture their interest, explain the problems you solve from their perspective.

Lack of Leads

You want people to email you, call you or go to your web site to buy your products and services. But first you have to motivate them to contact you so you can market to them.

Once you have their attention, use your conversation, your emails and your web site to ask them what they want and need.

Lack of Credibility

You want prospects to see you as the expert; the person and the firm that has the products and services they can rely on. One of the biggest challenges to attracting new clients is gaining their trust and being seen as the essential expert. Use your articles, ezine, and web site to demonstrate your expertise. Use testimonials from clients to tell prospects about the results you and your products have achieved.

Pricing Objections

Whether it is a \$25 subscription or a \$50,000 consulting fee, prospects object to price when they don't understand the value of the purchase. Establish a set of questions you can use to help prospects define what they want and what you are providing. When price is put in context, it becomes much less of an obstacle.

Still not converting as many prospects to clients as you'd like? Use questions to find out more about what they want, and what their concerns are. Then address each of these objections up front and remove them as potential sales killers.

Think of your target market as a reservoir of water waiting to be tapped. If you eliminate the barriers between them and you, you could send a steady stream of new clients and customers your way. Now, don't just imagine it, do it. Start eliminating your prospects' objections and create a clear path for them to become clients and customers. Help your prospects get what they want and you'll get what you want, more clients.

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The author, Charlie Cook, helps service professionals and small business owners attract more clients and be more successful. Sign up for the Free Marketing Plan eBook, '7 Steps to get more clients and grow your business' at

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Eliminating Objections to Increase Sales

How To Make Your Sales Letters Bullet Proof

Turning Objections Into Sales

Faulty Sales Technique

NEUTRALIZE THE UNSPOKEN OBJECTIONS TO INCREASE YOUR SALES

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Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

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