

**Varnex Spring 2015:
How to Manage and Eliminate
Common Objections to Close More
Deals**

Mark S. A. Smith
Mark.Smith@BijaCo.com

**What are Your Most Common
Objections?**

The Origin of Objections

Until a sales person speaks, there are no objections

When you understand their objectives and concerns, and meet their objectives and eliminate their concerns, there are no objections.

Objection Indicators

No need

- Don't care
- Doesn't meet the objective
- Buying from another source
- Don't understand the value

Not a priority

- No urgency
- No budget
- No deadline

No trust

- Politics
- History or reputation.

The Truth About Objections

There aren't that many
Objections are the result of a faulty sales process

Objections can indicate that you haven't done your job
Emphasized something they don't want
Customer is missing key information

Objections can be planted by competitors
"When you're considering other options, make sure you include..."

**Objection Bypass:
Making Objections Disappear**

Admit non-fatal flaws

"Because of demand, sometimes we can't get it as fast as customers want, but I can reserve it for you now."

Pre-emptive strike

"You might be concerned about..."
"We're not the cheapest, but that's not why our customers buy from us. Let's explore what makes us worth it for you."

Walk Away

"If I can't do that, does it mean we're done?"
"Based on what you've told me so far, I don't think I can help you right now. What should we do next?"

**Handling Competitor-Planted
Objections**

Defuse the bomb

"How important is that to you?"

Defer

"Let's come back to that later..."

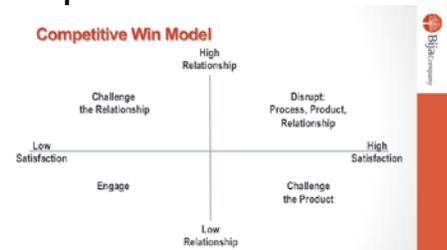
Hit it head on

"What causes you to have that concern?"

Cause suspicion

"In science, if one piece of data is suspect, all data is suspect. If I could prove to you that they are wrong about this point, would you be willing to question their other claims?"

Competitive Win Model



Challenge the Product

"What are you using (or considering) now?"
"What do you like best about it?"
"What do you like least about it?"
"If you could have things any way you wanted, what would you change?"
"If you could do that, what would it mean to you and your team?"
"What would motivate you to change

your mind?"

Challenge the Relationship

"To help me understand your situation, would you fill me in on your relationship with _____?"

"When did your relationship with them begin?"

"Who started the relationship?"

"Tell me about the history of your relationship."

"What do they owe you?"

"What do you owe them?"

**The Secret to Overcoming
Objections**

Keep the conversation going
"I'm confused..."

Create agreement

Let them off the hook

"It's not your fault!"

Encourage them to consider options

"You get to change your mind."

Common Objections

I can do this myself

I want to wait

We don't have the money

I don't have time to do this

I don't have the people to do this

I want to think about it

We already have a vendor

I can get it cheaper.

I Can Do This Myself

"You sure can. And as long as your team has the experience and bandwidth, that could be a good choice."

"Our customers who choose to work with us find that it's always cheaper than doing it in-house. They find that with our deep experience in technologies and industries, we have well-tuned processes that get the results they want. Would you like to find out why we might be a better choice?"

I Want to Wait

"You sure could. And as long as you know what that delay costs, that could be a good choice."

"I recommend getting started with these key technologies, which are critical to your long-term success. Waiting means you may lose ground to competitors who are moving forward. What is it that makes you

want to wait: is it priorities, resources, or money?"

We Don't Have the Money

"I hear that a lot! And I'm sure that you do, too. Yet I've successfully worked with customers to find budget for projects they really want to fund."

"Would you like to explore how you might fund this project?"

I Don't Have Time to Do This

"I'm sure with everything going on in your department, that's true!

"And if you plan to grow your system, then there are two times to do it: last year and right now.

"If it's a matter of resources, that's why I'm here to help. We can get most projects up and running with a one hour meeting. Will you schedule that?"

I Want to Think About it

"I understand that! It's good to make sure that you're committed to the program before you agree to it.

"May I ask, what is it that you need to think about: is it funding, resources, or something else?"

We Already Have a Vendor

"Customers bring us in to keep their vendors honest."

"You owe it to yourself to get an alternate quote to make sure you're getting the best deal from your current supplier."

"Consider us to be your alternate supplier in case that your current supplier can't live up to your expectations."

I Can Get it Cheaper

"If prices were all the same, who would you choose?"

"I have no argument with those who charge less, they know best what their product is worth."

"I'll beat their price, but I get to choose the quality and delivery."

How are You Going to Make this Work?

What are you going to do first?

How can you sustain this?

What is it going to mean to your business?

Contact me

Mark.Smith@BijaCo.com

MarkSASmith.com

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LinkedIn.com/in/MarkSASmith

FaceBook.com/MarkSASmith

Blog: CompetitionProof.com