7 STEPS TO OVERCOME SALES OBJECTIONS



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INTRODUCTION

Every business will face objections from prospects time and again and it's normal. Some clients may be concerned about pricing or feel your offer isn't right for them. Others may be simply uninterested in doing business with you.

However, as a business, your goal is to make money and the best way to achieve that is by improving your sales processes and converting prospects to buyers.

So, take the following steps to overcome sales objections and convince prospects to buy from you.

BUILD STRONG RELATIONS

The best way to overcome sales objections is to build strong relations with prospects before you start selling. Look for ways to form meaningful relationships and get them to love your brand.

Your success as a business depends on your sales and marketing strategies, so come up with effective ways to build brand awareness and connect with your audience. Focus on getting prospects to engage with your brand before you start advertising your offers.

Leverage content marketing and use it to build relationships. Target a specific audience and create content they'll love and find useful. Define your audience based on what you want to achieve. In this case, your goal is to attract the right people and conclude a sale. So, identify people who are already interested in what you are offering. People who are already searching for information related to your offer.

Use **Google Analytics** or social media monitoring tools like **Google Alerts, Mentionlytics, Hootsuite Insights,** and **Sprout Social.**

You can define your target audience based on location, interests, age, profession, and education.

Once you get a clear picture of what your followers want, curate content that's relevant to them. Share information that's relevant to your industry to make it easy for prospects to trust your business once you start promoting.

Come up with an effective content strategy and upload high-quality content. For example, share useful resources, help your audience solve common issues, teach your followers a new skill, post the latest industry trends, offer free advice, and so on.

Use different content formats to attract attention and boost engagement. Incorporate high-res images and high-quality videos on your posts. Share listicles, infographics, product evaluation content, complete guides, and so on.

When you build strong relations with your audience, they will easily engage in business with you because you would have already established trust. They value your advice and know you are the go-to person for specific information, therefore, turning down your offer won't be easy.

After you form meaningful relations, focus on the next equally important step;

UNDERSTAND YOUR CUSTOMER

Know and understand your customer to ensure you send them an offer they want and are interested in. Identify client needs and provide solutions with your product. Know the common problems and challenges that prospects have.

Monitor conversations on your social media profiles or business blog. Ask your followers about recent challenges and encourage them to leave comments on your business pages. Identify the most common problems and figure out how you can provide a solution to client needs with your product or service.

If you don't get the response you are looking for, run a short survey with **SurveyMonkey** to identify common problems. Ask your email subscribers, social media followers, YouTube subscribers, blog readers, website visitors, and everyone in your networks to complete the survey. Keep the survey short, relevant, and to the point.

Once you gather adequate information, promote your product and sell to the right people.

Mention how you helped past clients with common issues to arrive at a solution. For example, if a potential customer is running a tight budget and concerned about pricing. Explain how you can help her reach her goal while sticking to the budget. Talk about your various offers and different plans.

Understand what the client wants and recommend a package that best suits their needs. Doing this ensures you meet client needs and simultaneously make a sale.

So, instead of accepting sales objections, understand your customer and sell the right product that's catered to their needs.

OFFER SOLUTIONS

Next, concentrate on offering solutions with every offer. Make sure every product you promote solves a certain problem to pique interest and ensure a sale. Understand your product and identify at least one problem you can solve.

Create promotional content and mention how your product solves an identified problem. This will greatly influence purchasing decisions and lead to more conversions because everyone with the classified problem will be interested in your offer.

Incorporate images and videos in your promotional content and post across social media platforms. Use persuasive language and eye-catching headlines to capture attention. For example, if you are in the shoe manufacturing industry and want to advertise a new pair of sneakers to athletes, use “The only running shoes you’ll ever need” or “Forget about discomfort and focus on winning the game with our new sneakers” as your headline.

Show prospects you care about their wellbeing and helping them meet their goals.

Your promotional content mustn’t annoy prospects so, avoid posting too many adverts and share content that focuses more on solving specific issues and less on selling your product.

When you receive an inquiry but fail to convert, send follow-up questions immediately. Email or call prospects and mention the previous conversation you had. Say, “We are grateful for your interest in our offer and would like to help you meet your goal with ABC. We noticed you haven’t purchased our product and would like to know if you have any further questions or are experiencing any challenges with your order.”

This is a great way to keep the conversation going and it will help you understand where the client stands.

One of the most common things that make it difficult for prospects to engage in business with you is that they have different fears and concerns that go unanswered. So, use follow-up questions to identify and address those concerns.

Explain how you can solve that particular issue to help them mitigate those fears. For example, if you sell tech products and your client is interested in purchasing new hardware but is worried about setting up and installing the devices mention that you have a team of experts who can handle the entire process.

Take it a step further and offer those services for free, if you can afford to. This will speed up the whole process and get the customer even more interested in purchasing your product.

EMPATHIZE WITH THE CLIENT

Listen to concerns and understand where the client is coming from. Practice active listening and don't interrupt or try to provide a solution right away. Understand the objection before offering a solution to avoid making assumptions or jumping to conclusions.

Focus on what the customer is saying to ensure you provide the right solution. Ask questions to understand concerns and address them the right way. Say "I understand your concern and if I'm hearing you correctly, this is what you are worried about" and repeat what the client said. This is a great way to ensure you are on the same page and provide an answer that's relevant to the issue at hand.

Show potential customers that you value their opinion. Make them feel heard and say you appreciate their concern.

If prospects doubt the quality of your product, don't act emotionally or become defensive. Remain professional and figure out why they think your product isn't the right fit for them. Your reaction determines whether or not prospects buy into what you are selling so, don't let emotions get in the way of converting them into customers.

Empathize with them and don't pretend their concerns don't matter. Validate concerns and say *"I understand why you would feel that way or why you think that but we believe our product is the right fit for you because of ABC and it will help you fix such and such an issue."*

This is a great way to show prospects that you recognize their concern and have precisely what they need.

Sales objections don't mean prospects aren't interested in what you are offering. They simply mean the customer doesn't have adequate information about what you are selling and it is your job to provide them with all the necessary and relevant information.

If the customer thinks your product won't offer the right solution, describe product features and mention how it provides the perfect solution for that specified problem. If they are concerned about pricing, explain why your product is priced higher than the competition and mention key things that the customer will benefit from it.

DESCRIBE THE VALUE YOU BRING

Explain the value that your product or service brings to customers' lives to mitigate fears and ensure a sale. Talk about your product and mention all the important features. Answer questions before they ask. For example, why should they buy your product? What do they benefit from using it? and How is it different from similar products in the market?

Cover these questions in your promotional content or ads. Ensure your audience knows your product's unique features before they even send an inquiry to accelerate buying decisions.

When a client approaches you and is worried about pricing, explain why your prices are set higher than your competitors'. Help the customer understand that your product offers more than other products and ensure it does what you say it does. Mention all the benefits that come with choosing your business over the competition. For example, product quality, speed, quality of service, great customer support, a user-friendly interface, and all the important product features that the competition doesn't have.

Know your product inside out to overcome objections and enhance sales.

Once you share all the important information, realize that the customer understands the value of your product and understands what they'll benefit from it, shift your focus. Place your effort into forming meaningful relations and establishing trust. Especially when you are dealing with first-time clients. Don't oversell yourself or chase them away with too much promotional content.

Ask them to subscribe to your newsletter instead and email free, relevant, and valuable content. Share the latest news relevant to your niche, links to helpful resources they'll be interested in, or send season's greetings and birthday wishes.

Promote your products here and there. Include free offers, discounts, vouchers, coupons, or early access to pique interest and inspire action.

Convincing prospects to get into business with you is much easier when you form relations with them because it will be easy for you to address concerns and persuade them to buy because they trust you and know you are an expert at what you do.

PROVIDE SOCIAL PROOF

Provide social proof to convince prospects to engage in business with you and overcome objections. Social proof is key to not only alleviating concerns but proving credibility. You want to prove the legitimacy of your business and help potential clients understand that you can be trusted. So, use client testimonials as well as online ratings and reviews to ensure that happens.

When prospects see that someone else is using your product and enjoying the experience, it will be easy for them to acquire the same product. So, ask past clients to leave reviews on your business pages and share their experiences. They can rate and review your product or service on social media profiles, your Google My Business account, website, and other relevant pages.

Ask for testimonials and add them to your website's landing page.

If the client is worried about the quality of your product, pricing, or the suggested solution, refer them to your profiles. Talk about past clients who had similar concerns and how you used your product to offer practical solutions and solve issues.

Provide stats and mention the number of people you've helped as well as companies you've worked with.

Share links to your social media pages, GMB account, and website URL. Take a screenshot of client ratings and reviews and share it with them.

Prove you've dealt with the same issue in the past and provided a solution that your clients were happy with.

Another option is to identify past clients with the same problem and ask them to share their stories on your website or social pages. Ask them to talk about their experience with your product. Make sure they specify the problem or challenge they had before using your product and mention how it helped them arrive at a solution.

This is the most effective way to prove credibility, address concerns, mitigate common fears, pique interest, establish trust, and ensure a sale.

EXPECT OBJECTIONS

Last but not least, expect objections. Understand that they are bound to happen time and again and prepare for them. Come up with ways to better handle them and make them work in your favor. Take the opportunity to talk about your product's value, its unique features, and help prospects understand it better.

Keep track of common objections you receive from clients and refine your responses. That way, when prospects turn you down, you'll easily convince them to consider your offer and buy.

Train your sales team to respond to objections the right way and ensure a sale. They can role-play and practice handling sales concerns more effectively. For example, have one person from your team as a client and the other as a sales rep. Find effective ways to deal with each rejection and get a step closer to making a sale.

Some of the common sales objections to prepare for are:

- Price concerns (It's too expensive or I can get it cheaper elsewhere)
- Product value (I don't think it's the right fit for us)
- The competition (We recently signed a contract with ABC or We need to compare prices first)
- Reviews and ratings (You have bad online reviews)
- Social proof (We've never heard of your brand or we have concerns about your online presence)
- Budget (We are running a tight budget or This doesn't fit our budget for now)
- Authority (I am not in a position to accept your proposal. I'll have to talk to my supervisor first)
- Return on investment (We don't see how this is going to help us reach our business goals)
- Product version (Your product isn't compatible with our current setup or the interface is too complicated)
- Timing (It's just not the right time)
- Lack of interest (Email me the details later or I'm not interested)

Knowing and preparing responses for common sales objections keeps you one step ahead of the client and increases your chances to conclude a sale.

BONUS:

Sell to the right people because sometimes the main reason why you are not getting the response you're looking for is that you are not talking to the right person. So, every time you approach a brand, identify the top 3 people who have the authority to accept your proposal and sign the contract. For example, the owner, CEO, or manager.

Best of luck!