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TIPS FOR OVERCOMING SALES OBJECTIONS

1

PRACTICE ACTIVE LISTENING

Listen to what they have to say.

While your prospect discloses their objections, listen to understand, not respond. Avoid interrupting them while they are speaking, and give them space to voice their concerns and objections freely.



2

IT'S TOO EXPENSIVE

Price objections are the most common type of objection, and are even voiced by prospects who have every intention of buying.



Beware

If you focus on price as a selling point, you reduce yourself to a transactional middleman.



Instead

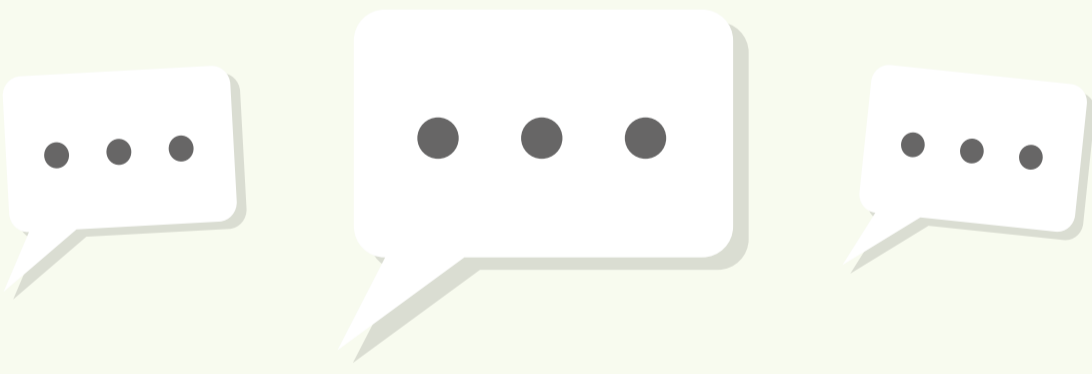
Focus on the product's value.

3

I'M ALREADY COVERED

Just because a prospect is already covered doesn't mean **they're happy.**

Probe into the relationship: What's working well? What's not? Pay special attention to complaints that could be solved with your service.



4

I'M NOT INTERESTED

During a prospecting call, it's far too early for a prospect to be able to definitively say they are or aren't interested in your service.

Offer to send over some resources and schedule a follow-up call.



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