



**HIT YOUR
TARGET**

**OVERCOME THE
5 MOST COMMON OBJECTIONS
& CLOSE ANY SALE**

BY ANGELA GILES

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OVERCOME THE 5 MOST COMMON OBJECTIONS AND CLOSE ANY SALE

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One of the most "feared" parts of selling is overcoming the objections of your customer and then closing the sale. It is so abhorrent because people don't want to have the stigma attached to themselves of being like a used car salesman. You know, that slimy salesperson that will say anything to close the deal.

So how do you get over the fear of selling?

You simply realize that every person is going to have objections. It is part of the sales process. Even your customer that doesn't voice their objections still has them. Heck, even when I want something really bad and give myself permission, I still have that nagging voice in the back of my head listing out objection after objection. Why? It's because society has programmed us to question everything.

Objections during your sales process often are a result of changes that are happening in the life of your customer. People will give you objections based upon the circumstances that are present in their lives at any given moment.

You must be prepared for changes that can come from anywhere. It doesn't have to be significant either. It could simply be a company having a bad quarter. It can be that the purchasing agent's daughter picked that morning to show off her new tattoo. Any of these changes can have a significant impact on how the person you are connecting with reacts to you.

So instead of fighting against objections that people will naturally have, flow with them. Relax and accept the inevitable. Have fun with it.

Did I really just say relax? Absolutely! Relax and enjoy the process. Let nature take its course. Accept that people will always have objections and then learn how to turn their objections into them screaming like wild monkeys begging to purchase your products and services!

The easiest place to start is practice understanding and empathizing with common objections that every sales person will hear during their sales process. It is imperative you learn how to overcome these objections in order to close a high percentage of sales.

HERE ARE THE

5 Most Common Objections

you will encounter, along with how to handle them:





"I don't have the authority to make that decision."

Response: "I totally understand. Based on what you have seen, is this something you would recommend to the person in charge of making these types of decisions?"

If the response is negative, then ask why. This is your chance to find out and be able to go back, create more value and gain further insight for other sales conversations.

Next ask: "Great! So who is the person (or persons) in authority that makes these decisions?" Now set an appointment or get an introduction to that person before you end the conversation.

"It's not a good time with the XYZ (holidays, etc.) just around the corner."

This type of objection is not a refusal, it just demonstrates a lack of urgency on their part. Why? You didn't offer them enough value in your sales process in order for them to purchase now. So you need to offer an illustration of urgency in your response in order to set a further appointment or place an order now.



Response: "I hear you; now is a busy time for everyone. But I'm actually going out of town next week and want to make sure that I took care of your _____ before I left. It would be great if we connected before then. Would Friday of next week work for you?"

"It's too expensive."

This type of objection will typically mean one of the following: They are an excellent negotiator, they have no interest in purchasing, or it really is outside of their budget. Your job now is to determine which category their response fits in, and determine the value for your client.

Response: "If pricing were no object, would you purchase it?"

Answer: "No."

Then you need to find out why.

Response: "Why is that?"

Then use follow-up questions, until you get to the real reason.



Answer: "Yes."

Then open the floor for negotiations. They will participate in the negotiations if they are really interested in purchasing.

Response: "If this is something you would really like, then I want to work something out for you. How much do you see yourself allocating for this product/service?"

Continue in this vein. Keep in mind there are circumstances where there is just not room in their budget for compromise. However, you have determined the reason why they say it is too expensive and you are developing the art of becoming one of the world's greatest salesmen.

"We haven't finalized our budget yet."

This type of objection is usually not the real reason. It is either one of two reasons... you haven't portrayed enough value to the customer, or they have a reason that they don't want to share.



Response: "If you had the finances, would you want to get started today?"

Answer: "No."

You need to uncover why? Is it lack of value or are they not the decision-maker. If it is lack of value, then you need to share the benefits with them. If they are not the decision-maker, then follow

the objection and response listed above. If it is neither of these, ask:

Response: "Is this outside of your budget?"

Answer: "Yes."

Response: "If I pushed the payment to a different time in exchange for a signature on the contract, would you be willing to do so?"

(Keep in mind this may or may not work for your business model. However, the goal here is to get creative, if possible.)

Answer: "No."

Ask questions to find out where the purchase might fit into their budget. Be sure to reconfirm the value of the product and finalize by making plans for a date that they could purchase the product. Put it on your calendar. Then follow-up with your customer when it gets close to the date.

"I am happy with my current setup or situation."

This type of objection is usually rooted in complacency or fear of change. It's often a result of being ill-informed about a problem or opportunity. You will need to take extra time to determine why they are out looking and what they are trying to achieve. Then you will need to spend a tremendous amount of time sharing the value and benefits of what the "new" purchase would bring them.

Taking the time to share examples of others in their situation benefiting from taking the plunge will help.

Response: "I understand. I would enjoy sharing with you some benefits that will enhance your situation if and when you decide to move forward with x,y,z."

This type of response gives them back the illusion of control and lets you continue your sales process. Keep in mind that when people feel like they are in control, they are more likely to relax and listen.



For all of these objections, remember that all of the first reactions are usually not the real reason. Instead of getting frustrated by their objections, use them as opportunities to learn more about your customers and to hone your selling skills.

Bottom line...

relax, have fun and watch your profits soar!

AND IF YOU WANT EVEN MORE in-depth details on how to find million dollar connections, close sales and continuously Hit Your Target, then visit [Wealth Formula](#).

Inside *Wealth Formula* are unpublished strategies I teach my clients that have helped them close nearly \$6 million in sales.

Wealth Formula is made up of 7 modules, along with worksheets, that will teach you selling techniques that make it as natural as breathing.

For example, I share my "Gossiping Around The Water Cooler" Technique that helps even the novice seller learn the basics of connecting with others *the right way*. This simple yet pivotal technique was just the little tweak that one of my clients needed to turn his dismal sales into a quite lucrative fulfilling career.

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Connect & Profit Like A Pro

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