How to Overcome the Top Ten Objections

Thank you for requesting this Special Report. Listed below are 10 proven closes you can begin using immediately to overcome the 10 most common objections you usually get when selling your product or service over the phone. As some of you know from my “Top 20% Inside Sales Training” programs, the best way to deal with an objection is to avoid it by qualifying your prospect properly in the beginning. If, however, you still get one of the objections below, you can now be prepared for and easily overcome them by using one of the proven closes contained in this Special Report.

I guarantee that if you use these closes consistently you will soon be closing more sales, earning more commissions and enjoying all the other benefits that come from being a Top 20% producer. You owe it to yourself, your family, and your company to be the best closer you can be. Start today by printing these closes out, customizing them where needed, and make it a habit to begin using them each and every time you get one of these objections.

I want to wish you every success in the world!

Sincerely,
Mike Brooks
Mr. Inside Sales
Objection #1: "I need to show this to my (partner, boss, etc..)"

How frustrating is it to finally ask for the deal and get put off with the "I need to show this to my............" objection? Prospects have been using this objection forever because it blows off 80% of the people who try and close them. Below you’ll learn how the Top 20% handle and overcome it.

The first thing to do with this and other objections is to make sure this is a real objection and not a smokescreen or a put off. And the way you do that is by questioning and isolating the objection first. Do this by first listening completely to what your prospect says and then by responding with:

"That is perfectly fine, (Prospect's name). I think you should show this to (whomever they claim they need to show this to). And let me ask you something—if after you show this to_______, he/she says 'It looks good_______whatever you want to do,' is this something that YOU would move forward with today?"

Now be aware that any answer other than yes means that this objection is just a smokescreen and you haven't uncovered the real objection, and you will have to keep qualifying.

On the other hand, if your prospect says he would move forward on this today, then you've got to confirm this and make him your ally. Say:

"Great, then I take it you're going to recommend this to_______, right? Wonderful! What can WE do to make sure he agrees with us?"

Do you see how you’ve now made your prospect an ally and how you are now a team? Listen carefully to what your prospect says, because if they are truly sold on your solution, they might tell you what you now need to do to close the sale. Offer to do a three-way conference call, or to call and speak to the real decision maker directly. Ask about specific follow-up times for additional information that you can provide them with. And always ask what the next step will be and get a definite timeframe for follow up.
The bottom line is that when you get this (and most) objections, they are either the real objection or they are smokescreens for the real objection. The problem that 80% of the sales reps make is they don’t question the objection and so they spend their time chasing after what isn’t even the real objection.

Remember, always qualify objections before you answer them, and then use these scripted, proven rebuttals.
Objection #2 The Price is Too High

The price is too high is a common objection, and a favorite way for prospects to put off making a decision. Again, as with all objections you get, you need to be able to determine whether this is the real objection, or just a smokescreen. When someone tells you the price is too high, it often really means that they either can't afford it, or that they can buy it cheaper somewhere else, or that they aren't convinced yet or don't understand the value.

So what you need to do is to qualify the objection before you answer it, and the best way to do that is to say:

"I understand._________, let me ask you a question. If price weren’t an issue on this, would you move on this today and place an order with me?"

Any answer other than a yes means that it's a smokescreen and not the real objection. If that’s the case, then it’s up to you to do more probing here to find out exactly what it is they are objecting to.

If they say yes, however, then you've got to begin closing. Follow a yes answer up with:

"Where does our price need to be for you to place an order with me today?"

If your prospect gives you a price that is reasonable and one that you can match, then before you just lower your price, you’ve got to commit your prospect. If you can now match the price they are willing to pay, say:

“OK_________. Now that price may or may not be something I can match. I’ve would have to speak to my manager about this. I’d be glad to do that, but before I do let me ask you again, if he says that I can get you the (repeat the size of the order and the price here) is this something you would move on today?”
Only after they agree to move forward are you to put your prospect on hold and then get the proper price approval. After you’ve gotten the approval, come back on the line and say,

“I’m happy to tell you that we can move ahead with this today. I know you’ll be happy with this, and here’s what we need to do to get you started…” Then close the sale.

Of course, if they give you an unreasonable figure, one that you could never match, then you might not get this sale. Unreasonable price demands usually indicate that the prospect wasn’t real to begin with. It means that next time you must practice better qualifying techniques, and qualify especially hard on how important price is in making the buying decision.
Objection # 3  The Price is Too High--2

Sometimes you will get this objection again, and after you qualify and isolate it, if your price is in the ballpark but you’re not the least expensive in town, you should always build value. The best way to do this is by saying:

"I'm sure you know the old saying that 'you get what you pay for,' right? Well ________ you are right, we're not the cheapest in town, but I can guarantee you that you will get what you pay for with us.

“You see, the most important reason for moving ahead with our product and my company today is the follow-up service you will get from me.________ I pride myself on my client satisfaction, and I will always make myself available to you, and if I can't help you immediately then I will find someone who can. You see the type of service I provide can't be bought at any price! I know you will always be glad you took action today, so let's get you started. Do you need a P.O. number on this or do I just make it to your attention?"

You will be surprised by how successful this close can be. Often your prospect is just waiting for a reason to buy, and I can tell you that 80% of the other sales reps aren’t prepared to earn their business. By being prepared with this rebuttal though, you will be!
Objection #4 I Want to Think About It

“I want to think about it,” is often a tough objection to overcome because the prospect isn't really saying no, they are saying not now (unfortunately they really mean not now and not ever!) 80% of sales reps have trouble responding to this because it isn't really an objection so it is hard to give a rebuttal to. But the top 20% know that the best way to respond is with a rebuttal that gets your prospect to expand on his answer so that they will reveal what their real objection or objections are. The best way to respond is to say:

“That’s perfectly OK, and I want you to think about it carefully before you make any decision. From what we have discussed so far, I know you understand how the (product or service) works right?

And I know that if you were to decide to move ahead on this then the money wouldn’t be a problem, I mean this does fit within your budget (whatever the amount is) today right?

And I know that you see the benefit of taking advantage of this (list a benefit that you know your prospect is interested in) today right?

Great! __________, just to clarify my thinking what part of the (product or service) is it that you want to think about?"

Now listen closely to what the prospect tells you. After you are clear on their answer, question and isolate it so you can uncover the real objection.

Another simple way to get your prospect to identify what is holding them back when they say “I want to think about it,” is to simply say:

“Great! And I want you to think about it, and correct me if I'm wrong, but you would not take the time to think this over unless you were seriously considering taking advantage of
this (product or service) is that right? Then just to clarify my thinking, what part of this
do you want to think over?”

Again, listen carefully to what your prospect tells you and then question and isolate what
they say to make sure it is the real objection.
Objection #5 "I already have a supplier or company I work with."

This is actually a great objection to get because it means you're talking to a buyer of the products or services you offer. Before you begin to answer this objection, it's crucial that you understand something about the current relationship they now have. You will want to know how the relationship with this current source began, what they like and don't like about it, and how they go about reviewing other vendors. As always, question this objection first, and then you'll have an idea of how to proceed. Start with:

"__________I'm glad you're using XYZ company for this, you see, I only work with companies who understand the importance of this service—my job is in increasing value not in introducing new accounts to this market. And__________, I'm sure the XYZ company is the best supplier you've found so far and that's why you are still using them right?

"Well__________I'm interested in helping you take your business to the next level of (performance, service or value), and I want to start slowly with you and prove our worth. I don't expect a total switch, rather just an opportunity to help you improve your business. I'm going to suggest you start small with our (trial/demo product) and you'll then have a chance to compare our (product, service, performance) side-by-side. After 90 days, you be the judge. Now I can have this out to you by next Tuesday or would Thursday be better for you?"

If your prospect still says no, ask them how they got started with their current supplier, and ask them for the same opportunity to earn their business. Remember, the key to answering this objection, as always, is in questioning it first.
Objection #6  We Just Don’t Have the Budget Now

Sometimes even though you qualify for budget (and you did qualify for the budget/money in advance, didn’t you?) you still get this objection when you ask for the order. Next to, “I want to think about it,” the money objection is one of the oldest put-offs there is. About half the time it is a real objection, and the half the time it is a stall.

The good news is that if you know how to handle it, you can overcome this objection if you start by questioning and isolating it. The most important thing to say in response to this objection is:

“_____, if the budget were available on this, would you move forward on it today?”

Now listen carefully. Any hesitation or answer other than a yes means that budget or money isn’t the real or complete objection and you need to dig deeper. Questions like the following are good probing questions to use:

“What else is important here?” and “What else would you need to see before you would move forward with this?”

If your prospect says they would move forward if they had the budget, then it’s time for you to get creative and help your prospect find the budget. Good questions to use to help your prospect find or create the needed budget include:

“Well_______, since you do agree that this solution would be a perfect fit for you, where could you get the money from?”

You’d be surprised what resources your prospect can come up with if you let them. Remember to listen! Also try:
“Who else could you go to to get approval to go beyond the budget for this?”

“When was the last time you were able to squeeze something like this into your budget?”
“What do you usually do when an emergency expenditure comes up—where do you get the budget for that?”

And finally, “_________, if I could structure the payments on this to fit within your current budget and spread the other payments into your next budget period, would that make it easier to get started with this?”

As always, listen to each response, continue to question and probe, and then ask for the order!
Objection #7  I Want to Think About It--#2

Sometimes at the end of your presentation you will still get the put off, “I want to think about it.” Another great way of dealing with this objection is by using a technique that will often get your prospect to automatically tell you what their real concern is. It’s actually easy to do. If your prospect tells you that they want to think about it, just say:

“You know________, I understand. I know I’ve given you a lot of information and many clients I speak with tell me the same thing. I’m concerned that I may have stressed the (now pick a part of your presentation that is pretty straight forward, like the warranty or return policy) a little too much, what do you think?”

And then shut up and listen! In many cases your prospect will now correct you and reveal their real reason for not moving forward. If for some reason you’re still not clear, simply say an occasional, “Oh?” or “What do you mean?” and shut up and listen. This is the time to let your prospect speak and to give them plenty of opportunities to do so. If you use these techniques and remain quiet, you’ll be surprised by how many times your prospect will reveal their real objection. It really does work; try it!

The last three closes are actually more techniques more than they are specific closes to specific objections. These are Top 20% techniques and they are very effective. Use them, practice them, and watch your closing percentage and income take off!
Technique #8  The Multiple Choice Close

One very effective close is the “Multiple choice close.” A mistake 80% of the inside sales reps make is asking for the minimum order and being happy and satisfied when they get it! Because you never know how much a prospect or company can handle, you should stop robbing yourself of thousands of potential dollars by selling yourself short. By using the multiple choice close you can avoid this. It goes like this:

"______ some of our clients start with the minimum (investment, package, order) of $5,000 and usually wish they had taken more, while other clients realize that with an (investment, product, service) this good it makes sense to move other things around to get more liquid (free up the budget) and so participate at the $25,000 to $50,000 level. And of course our professional clients won't even consider anything less than $100,000 in something this good. Where do you see yourself starting at?"

Now sit back and let the client sell themselves. You will often be surprised by how much larger of an order you will get. This one technique alone can double your income selling over the phone.
Technique #9 The Drop Close

If your prospect is interested in your product or service, but can't afford to buy the top model, or all the extras, or even participate at the minimum level of 5 units, you can often times still get the sale by using the "Drop close." Although this is one of the best ways to save a sale, it is also one of the most abused closes used. That’s because 80% of weaker closers use it too soon. The drop close, as the name suggests, is when you drop the minimum, or cut the price (if possible) of your product or service.

It should only be used after you are sure that your prospect wants to purchase or participate in your product or service and should then only be used with the words, "I'm not saying I can, but if I could get you (a lower price or amount), can you move on this today?" Here is how it works:

"I can understand that your budget may be a little tight right now, but I also know that you really would like to participate in this program (take advantage of this offer, use us for this service, etc) right? Well_______, sometimes a split position (minimum size, etc) does become available and if it is not already spoken for, and if my manager approves it, I can sometimes offer it to new clients like yourself. Now I'm not saying I can, but if I could get you a starting position today at just half the price of the regular unit, is that something you would move on right now?"

Now listen carefully to what they say. If they agree to move, then put your prospect on hold and then come back and confirm the sale. Take them through the paperwork and close the sale!
Technique #10  Taking the Prospect all the Way

Rather than being a rebuttal, this is a technique that can actually help you avoid some of the common objections that occur at the end of presentations. It’s a very important technique that Top 20% closers use all the time and it’s called, “Taking the prospect all the way through the close.” The difference here is that 80% of inside sales reps usually finish their presentation, or rebuttal, and then say something like, "So what do you think?" or, "So let's get you started." This isn't enough! If you just say "So let's get you started," your prospect can then say no, or give you another objection, and your momentum is lost. Top 20% closers direct their prospect to and through every step of the paperwork and close. Here’s how you do it. After you finish your presentation, say:

"And I know that makes sense to you right? Great, then here is what we need to do to get you started. Pull out that order sheet that I faxed over to you. Do you see that? OK, and do you have a pen handy? Great, now how large of an order do you want to begin with?"

The difference may seem subtle, but trust me, it’s very powerful. What you’re doing is assuming the sale, and if you’ve done all the right things up to this point, that’s exactly what you should be doing. Try this and you’ll be amazed at how many more deals you’ll be writing, deals that will be closed without all the additional objections!

**Conclusion:** You now have a variety of proven closes and techniques that you can begin using immediately to increase your closing ratio as well as your income. Print these out, adjust them to your product or service, and commit to using them and improving on each and every call. The more often you use them, the more successful you will be!
Congratulations! You now have **10 Proven Closes to overcome the 10 most common objections!**

If you found these techniques valuable, then I urge you to continue to invest in yourself and your sales career.

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I’ll see you all in the Top 20%!

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