

1. Price

This may or may not be true. You may not know whether the statement is true or false. If you know it is not true, it is not wise to say so in a blunt, positive way. Neither is it wise to bet that it cannot be done nor to offer an amount of money to charitable institutions if the prospect can make his word good. This comes too near an insinuation that the prospect is speaking falsely, and while he may know what he says is false, he does not wish to be told so.

2. Competition

An objection raised in this form is usually made for the purpose of starting you on a discussion of a competitor. This is always dangerous ground. You should say as little about the competing product as possible, emphasizing the points of difference strongly, and demonstrating the superiority of your own goods in quality or in make.

3. The article costs too much; cannot be afforded

If you can show that the product you are selling will produce or save for the buyer more than it costs, your prospect cannot afford to be without it. Two classes of buyers raise this objection. In one class are those who truly cannot afford the product. In the other class are those who desire to put the salesperson off or whose experience has not been sufficient to enable them to know that the best is the cheapest in service and satisfaction.

To those in the former class you should make no further effort to sell. For those in the latter class you have a message. The price paid for a product is forgotten, but the service secured from it and the satisfaction enjoyed while using it are what counts toward future trade and repeat orders.

4. No need

In meeting this objection it is worth while to raise such questions as:

Is what the prospective buyer has the best kind?

Does it do the work in the most economical way?

Does it enable the owner to meet the competition of those who are better equipped?

Does it make the best possible impression upon those with whom the owner comes in contact?

Would continued use of the inferior product indicate a lack of progression?

5. No time

This is a method often employed to get rid of you in the hope that you will not return. A courteous request for a future time will usually find available time at the present. When the prospect realizes that you are not to be put off in that way, he will usually agree to hear immediately what you have to say.

6. Time to think it over.

In some cases this is bona fide, but in others it is only a manoeuvre. You must judge between the two. If you decide that you are facing the manoeuvre or excuse, and your decision will probably lean in that direction as a rule, you should point out the disadvantages which are liable to arise by postponement. If the goods are satisfactory and desirable, if their ownership promises to be profitable, each day of postponement means so much loss to the buyer.