



Handling Sales Objections



Know your company





Common Sales Objections @ Unisol





**What you should
know and do...**



Three Pillars of every sales enquiry...

Know the Customer



Know the
Requirement



Know the Urgency





Pillar 1: Know the Customer

Chat with the customer

Introduce yourself and talk for 10-15 minutes

- What type of projects have they done before? *Gives you a capability insight and also a possibility to upsell*
- Names of vendors they have worked with before. *This should give you an idea of what price they can buy.*
- Name of the person who is talking to you, what he does and how long has he/she been with the company. *More senior folks usually have more say*

Get Background Info

Talk to your seniors / search the internet / ask their vendors

- How long have they been in business? *Business profile + Resilience.*
- Financial ability and willingness to pay *Financial strength.*
- Has this customer done business with your company before? *Your seniors can help you.*
- Does this customer pay on time? *Give a friendly call to other vendors and probe, if this company has no history with you.*



Use your common sense and ask the above questions only when relevant.



Pillar 2: Know the Requirement

Ask the customer...

- Why is he buying from us? Whom did he buy earlier? Why is he/she moving? *Gives you an understanding of how you can price and any reasons you should be cautious about.*
- Is this for a tender / project at hand / own use / a customer? *For a tender, you should pitch your GEM certification. For a project at hand or for a customer or own use, ask them about their budget. **This is also an opportunity to upsell.***
- Quantity needed. *More quantity <> bigger project, can upsell, you can offer a bundled pricing*
- Is there an opportunity to upsell your other products? *If you are not sure, check with your seniors.*



Use your common sense and ask the above questions only when relevant.



Pillar 3: Know the Urgency

Positive Symptoms

- Detailed questions about the product
- Knows about the intended use
- Checks about certifications
- Asks about whether your company has done similar projects before
- Aware of the project budget
- Checks for local distributors, if the customer is from another state



Negative Symptoms

- When you suggest options, asks for all options to be shared
- Asks for price orally; does not share contact details like phone #, email
- Asks for entire price list to be shared
- Does not answer phone calls later



Use your common sense and ask the above questions only when relevant.





Understand how a product is priced

What goes into a product price?





Product Related Objections

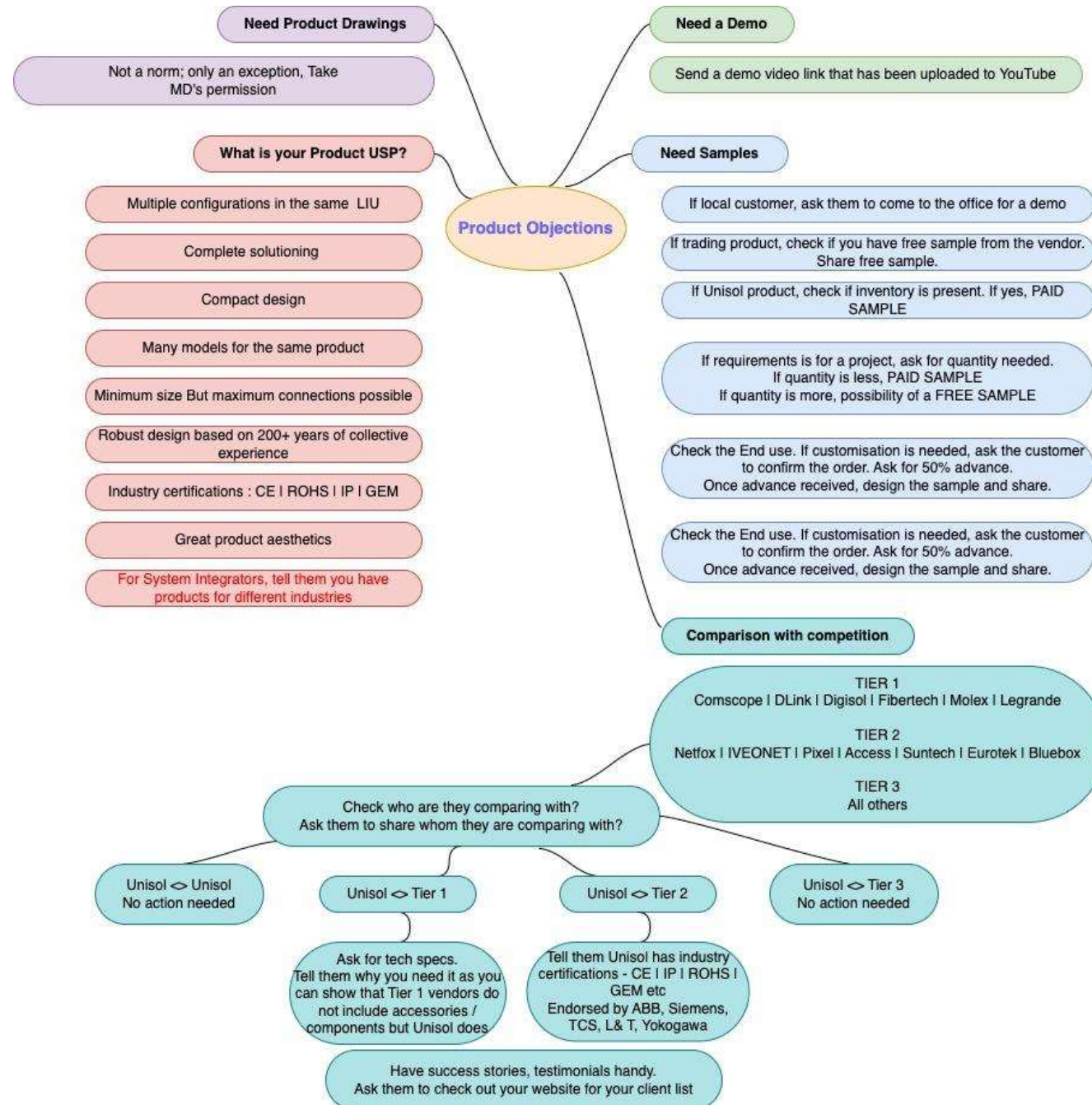


Product Requirement Related

- Need for samples
- Product USP
- Compare with other OEMs / Competition
- Need a demo *[send a link for self-serve]*
- Need drawings *[Not a norm; as an exception, take exec permission]*
- I like your competitor's product better



Product Related Objections





Budget & Payment Related Objections

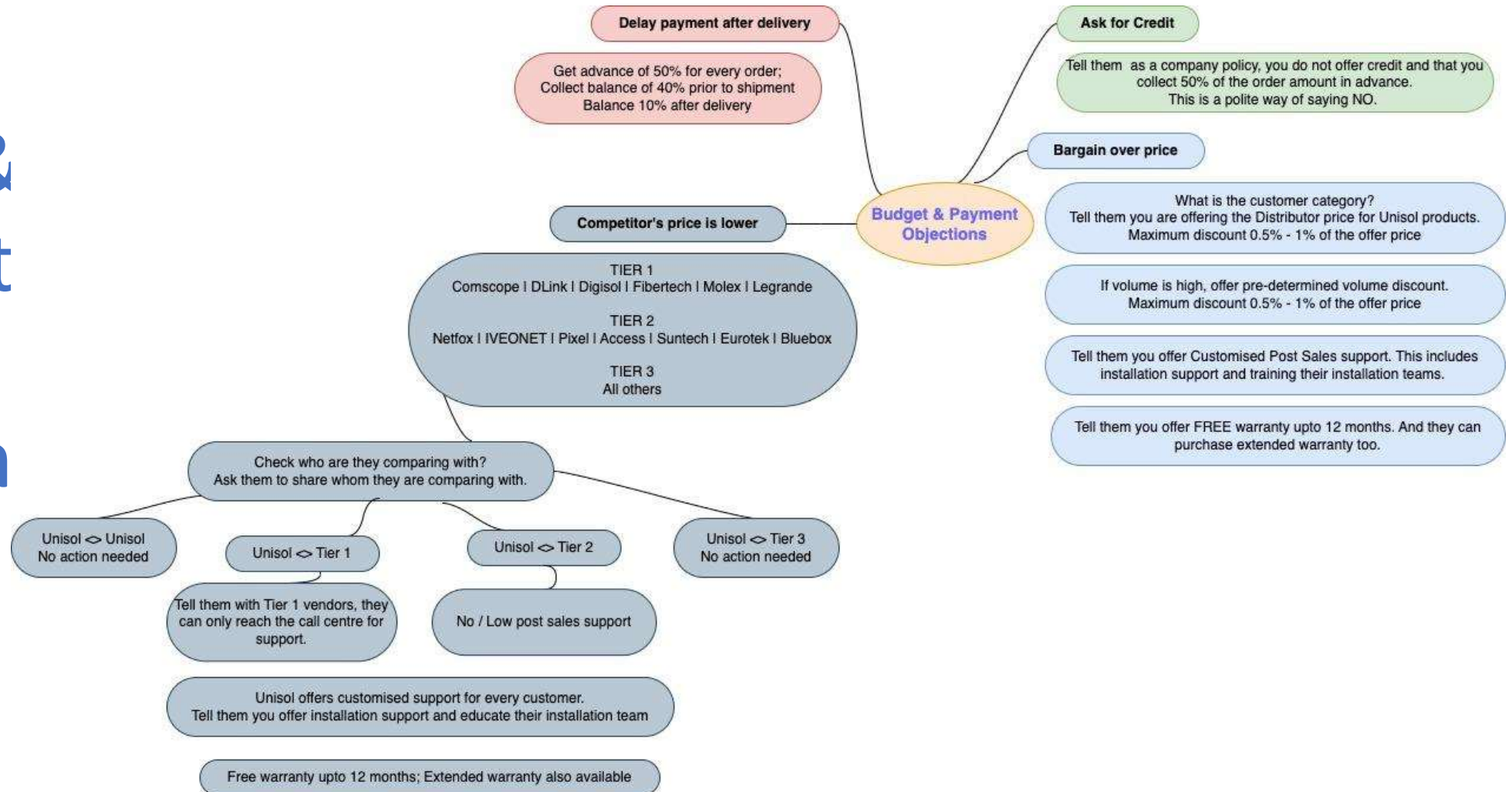


Budget & Payment Related

- Ask for credit
- Bargain over price
- Competition's price is lower
- Delay payment after delivery



Budget & Payment Related Objection





Urgency Objections



Urgency Related

- Will get back to you
- Not now, may be later
- No response after proposal / quote / multiple calls

Handling this objection:

Engage them with emails, success stories, testimonials etc



Logistics Related Objections



Logistics Related

- Immediate delivery of customized material
 - Set expectations clear. Ask them to repeat that they will not be able to get customized material immediately. Standardise this email communication.
- Call back even after the courier receipt is shared
 - Set expectations clear. Standardise this email communication with an attachment of the courier receipt.
- Delayed delivery of material
 - This needs to be addressed by Unisol by having a better SLA with the logistics vendor.
- Product(s) damaged during delivery
 - Insure the product, by default. Allow the customer to invoke warranty, if possible.



Brand Related Objections

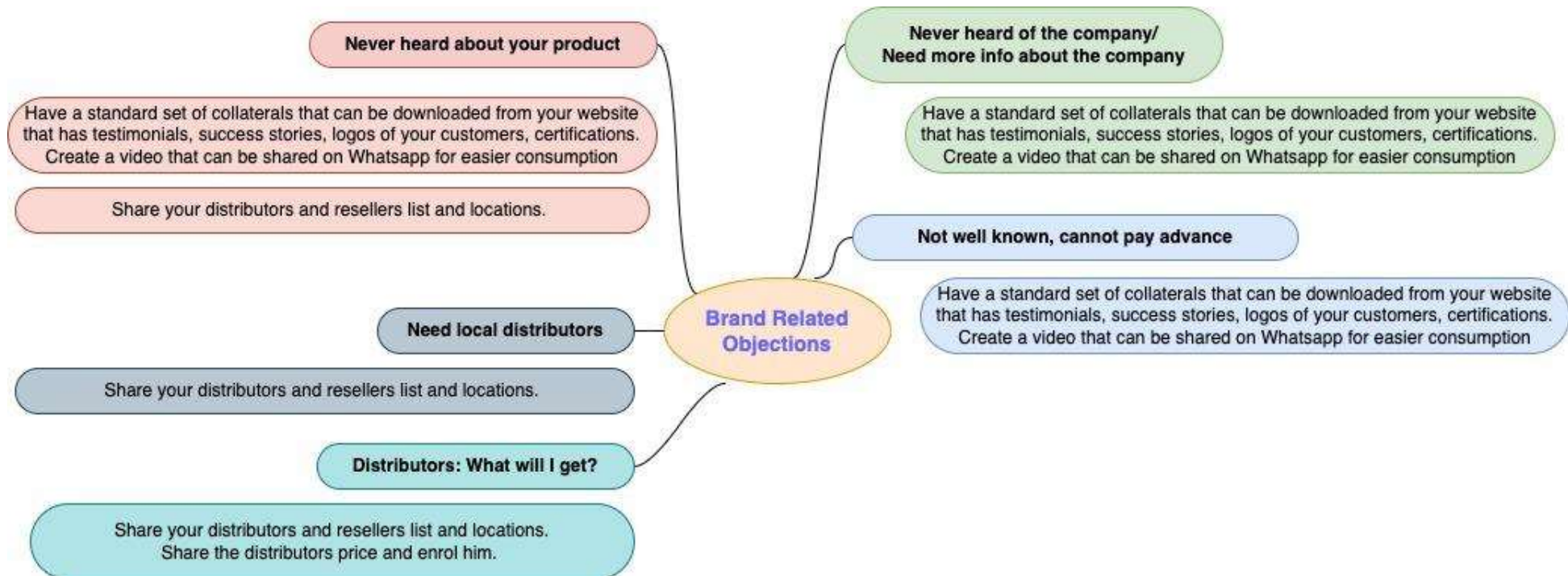


Brand Related

- Never heard about your product
- Not well-known, hence cannot pay advance
- Need more information about your company
- Need local distributors
- Distributors: How will I benefit?



Brand Related Objections





Other Objections



Other objections

- **We are happy about the current vendor**

We have more products. I am glad you are happy with the current vendor. Can you tell us what part of the current vendor relationship you are happy about - price, product quality, delivery schedule, payment etc?

Collect information. If Unisol is better, highlight that aspect.

- **Cannot give more details**

If I cannot get the complete details, I cannot suggest the right solution and product. We may avoid calling you many times. We may not be able to prepare the quote with incomplete info

- **Uncomfortable about sharing info**

If I cannot get the complete details, I cannot suggest the right solution and product. We may avoid calling you many times. We may not be able to prepare the quote with incomplete info

Good luck and Thank You