Introduction to Sales Strategies

1. The Importance of Objection Handling

- Successful sales require a structured yet flexible approach to handling objections.
- A friendly, conversational tone helps build better relationships with potential customers.
- Differentiating between real concerns and superficial objections is crucial.

2. Understanding Sales Psychology

- Customers are more receptive when their concerns are acknowledged and validated.
- Sales techniques should be personalized based on the customer's personality and decision-making style.
- Continuous training in objection handling significantly improves closing rates.

3. Effective Sales Communication

- Proactively addressing client concerns leads to higher conversion rates.
- Storytelling enhances engagement and makes sales conversations more persuasive.
- Using open-ended questions encourages deeper customer interaction and discovery.

4. Customer-Oriented Sales Approach

- Identifying and adapting to customer needs fosters trust and loyalty.
- Active listening is more effective than aggressive sales tactics.
- Many objections are disguised purchase interests; recognizing them is key to making a sale.

Recognizing Opportunities in Sales

1. Identifying Potential Customers

- The ability to recognize a sales opportunity is essential for success.
- Understanding customer needs and behaviors helps in identifying strong leads.
- Customers often give indirect signals of interest, which should be detected early.

2. Strategic Questioning to Unlock Sales Potential

- Asking the right questions reveals a customer's true pain points and desires.
- A sales professional should focus on "why" a customer needs a product rather than "what" they need.
- Open-ended questions lead to meaningful conversations that highlight sales opportunities.

3. Leveraging Emotional Triggers in Sales

- Customers make decisions based on emotions and justify them with logic.
- Creating urgency and emphasizing unique benefits can drive quicker decision-making.
- Understanding customer psychology allows for more persuasive pitches.

4. Proactive Sales Engagement

- Salespeople should anticipate customer needs rather than just react to them.
- Providing tailored solutions increases engagement and conversions.
- Educating customers about product benefits fosters trust and credibility.

5. Turning Objections into Opportunities

- Every objection is a chance to clarify product value and address customer doubts.
- A confident response to an objection builds trust and moves the sale forward.
- Learning to handle objections effectively can turn hesitancy into commitment.

Avoiding Objections Instead of Handling Them

1. Structuring Sales Conversations to Minimize Objections

- A well-planned conversation reduces the likelihood of objections.
- Understanding customer needs in advance helps prevent resistance.
- Sales representatives should lead discussions towards value and benefits before price or terms.

2. Proactive Questioning and Customer Insights

- Identifying concerns early ensures objections do not arise later.
- Asking relevant and specific questions guides the customer to self-realization of the product's necessity.
- Sales success is higher when the salesperson understands the client's decision-making process.

3. Building Trust and Transparency

- Customers object less when they feel heard and understood.
- Transparency about product benefits and limitations establishes credibility.
- Demonstrating how a product aligns with customer goals preemptively eliminates concerns.

4. Shaping Customer Perceptions

• The first impression determines whether objections will arise.

- Framing the product as a solution to an existing need ensures positive engagement.
- Using social proof (testimonials, case studies) minimizes doubts before they surface.

5. Redirecting the Conversation Before an Objection Forms

- Sales professionals should recognize hesitation and steer the discussion towards benefits.
- Providing comparisons and alternative solutions helps prevent objections.
- Guiding the customer to consider value over cost minimizes pricing concerns.

Conclusion

Preventing objections is more efficient than handling them after they arise. Sales professionals can minimize resistance by:

- Structuring sales conversations around value.
- Using proactive questioning techniques.
- Establishing trust and credibility from the beginning.

This structured approach ensures smoother sales interactions and higher conversion rates.

1. Importance of Customer Discovery

- The foundation of successful sales is a deep understanding of customer needs.
- Effective questioning reveals pain points, desires, and motivations.
- Sales professionals should focus on understanding rather than just selling.

2. Asking the Right Questions

- Open-ended questions encourage customers to share insights about their needs.
- Examples of strategic questions:
 - "What challenges are you currently facing?"
 - o "What's most important to you in a solution?"
 - "How have previous solutions worked for you?"
- These questions help guide the conversation naturally toward the best solution.

3. Active Listening & Observation

- Active listening builds trust and strengthens relationships.
- Key techniques:
 - o Paraphrasing: "So what I hear you saying is..."
 - Clarifying: "Can you elaborate on that?"
 - Summarizing: "Just to make sure I understand correctly..."

• Observing non-verbal cues helps identify hidden objections.

4. Personalizing the Sales Approach

- Every customer is unique; personalization enhances engagement.
- Customizing solutions based on a customer's specific needs leads to higher conversions.
- A customer-centric approach differentiates a salesperson from competitors.

5. Building Long-Term Relationships

- Sales is not just about closing deals but also fostering long-term connections.
- Providing value even before a sale establishes credibility.
- Maintaining contact post-sale leads to repeat business and referrals.

Conclusion

Understanding the customer is the key to sustainable sales success. By asking the right questions, listening actively, and personalizing solutions, sales professionals can create meaningful connections that drive long-term value.

Objection or Excuse? (Einwand oder Vorwand?)

1. Differentiating Between Objections and Excuses

- A true objection is a legitimate concern a customer has about a product or service.
- An excuse is often a cover-up for an underlying issue, such as lack of interest or financial constraints.
- Recognizing the difference allows sales professionals to address real concerns while filtering out excuses.

2. Strategies to Handle Objections Effectively

- Clarify the Objection: Ask follow-up questions to determine whether the concern is real.
- **Acknowledge and Reframe:** Show understanding while guiding the conversation back to value.
- Use Proof & Testimonials: Social proof helps in addressing doubts based on previous success stories.
- **Turn Objections into Benefits:** Highlight how a concern actually leads to a better solution.

3. Overcoming Common Excuses

- "I need to think about it." → "What specifically do you need to think about? Maybe I can clarify something now?"
- "It's too expensive." → "Compared to what? Let's explore the long-term value of this investment."
- "I need to ask my partner/boss." → "What aspects are most important to them? Let's make sure we address them now."

Summary of the Introduction (Zusammenfassung der Einleitung)

1. Key Takeaways from Sales Strategies

- Sales success depends on understanding customers, handling objections, and recognizing opportunities.
- A proactive sales approach reduces objections before they arise.
- Customer-centric communication is the key to long-term business relationships.

2. Essential Sales Techniques Recap

- Active Listening: The best sales professionals listen more than they talk.
- **Emotional Selling:** Connecting emotionally with a client drives purchasing decisions.
- Strategic Questioning: Asking the right questions leads to better sales outcomes.
- **Storytelling:** Using real-life examples strengthens the pitch and reduces resistance.

3. Building Trust and Value in Sales Conversations

- Customers buy from those they trust; credibility is crucial.
- Sales success is not about pushing a product but aligning it with customer needs.
- Transparency and honesty increase conversion rates and build brand loyalty.

Conclusion

Mastering objections, understanding the customer, and applying strategic sales techniques form the foundation of sales excellence. This approach not only enhances conversion rates but also creates lasting client relationships.

1. Importance of Customer Discovery

- The foundation of successful sales is a deep understanding of customer needs.
- Effective questioning reveals pain points, desires, and motivations.
- Sales professionals should focus on understanding rather than just selling.

2. Asking the Right Questions

- Open-ended questions encourage customers to share insights about their needs.
- Examples of strategic questions:
 - "What challenges are you currently facing?"
 - o "What's most important to you in a solution?"
 - "How have previous solutions worked for you?"
- These questions help guide the conversation naturally toward the best solution.

3. Active Listening & Observation

- Active listening builds trust and strengthens relationships.
- Key techniques:
 - o Paraphrasing: "So what I hear you saying is..."
 - o Clarifying: "Can you elaborate on that?"
 - o Summarizing: "Just to make sure I understand correctly..."
- Observing non-verbal cues helps identify hidden objections.

4. Personalizing the Sales Approach

- Every customer is unique; personalization enhances engagement.
- Customizing solutions based on a customer's specific needs leads to higher conversions.
- A customer-centric approach differentiates a salesperson from competitors.

5. Building Long-Term Relationships

- Sales is not just about closing deals but also fostering long-term connections.
- Providing value even before a sale establishes credibility.
- Maintaining contact post-sale leads to repeat business and referrals.

Conclusion

Understanding the customer is the key to sustainable sales success. By asking the right questions, listening actively, and personalizing solutions, sales professionals can create meaningful connections that drive long-term value.

Objection or Excuse? (Einwand oder Vorwand?)

1. Differentiating Between Objections and Excuses

- A true objection is a legitimate concern a customer has about a product or service.
- An excuse is often a cover-up for an underlying issue, such as lack of interest or financial constraints.
- Recognizing the difference allows sales professionals to address real concerns while filtering out excuses.

2. Strategies to Handle Objections Effectively

- Clarify the Objection: Ask follow-up questions to determine whether the concern is
- **Acknowledge and Reframe:** Show understanding while guiding the conversation back to value.
- Use Proof & Testimonials: Social proof helps in addressing doubts based on previous success stories.
- **Turn Objections into Benefits:** Highlight how a concern actually leads to a better solution.

3. Overcoming Common Excuses

- "I need to think about it." → "What specifically do you need to think about? Maybe I can clarify something now?"
- "It's too expensive." → "Compared to what? Let's explore the long-term value of this investment."
- "I need to ask my partner/boss." → "What aspects are most important to them? Let's make sure we address them now."

1st Cybernetic Objection Handling Technique: Distinguishing Between Objections and Excuses

1. Identifying the Truth Behind Objections

- Many objections are not actual barriers but convenient reasons to avoid making a decision.
- Analyzing past cases shows that price concerns often mask deeper issues.
- Asking the right follow-up questions helps reveal the real reason behind objections.

2. Recognizing Customer Excuses vs. Genuine Concerns

 Customers may say: "It's too expensive" while the real issue is uncertainty about quality or durability.

• Example Interaction:

- o Salesperson: "Besides the price, is there anything else that makes you hesitant?"
- o Customer: "No, it's just the price."
- Salesperson: "If I can prove the price-to-value ratio is strong, would you consider it?"
- o Customer: "Yes, if you can demonstrate that."

3. Techniques for Addressing and Clarifying Objections

- **Asking Probing Questions:** Discover the deeper issue by encouraging customers to elaborate.
- **Reframing the Concern:** Help customers see the long-term benefits over immediate cost concerns.
- **Providing Social Proof:** Success stories and testimonials help alleviate fears.

4. Avoiding Time-Wasting Sales Cycles

- Salespeople should avoid chasing uninterested leads who raise objections without real engagement.
- Understanding objections early in the process saves time and prevents wasted follow-ups.
- Being direct and confident in questioning helps qualify serious buyers.

Conclusion

Mastering the differentiation between real objections and mere excuses significantly improves closing rates. By applying strategic questioning and customer engagement techniques, sales professionals can streamline their processes and enhance sales effecti

Chapter 01:

1. Understanding and Handling Customer Objections

Distinguishing Between Objections and Excuses

One of the key skills a sales chatbot must master is differentiating between a genuine objection and an excuse. Customers may say that a product is "too expensive" or that they need to "think about it," but often, these are just surface-level objections hiding deeper concerns.

Example Scenario: Addressing Price Concerns

Customer: "It's too expensive."

Chatbot: "Besides the price, is there anything else that makes you hesitant about our offer?"

Customer: "No, it's just the price."

Chatbot: "If I can demonstrate that the product offers great value for the price and will be beneficial in the long run, would you consider purchasing it?"

Customer: "Yes, if you can show me."

Key Takeaways for Sales Bot Training:

- Always ask follow-up questions to uncover the real objection.
- Reframe the customer's concern to highlight product value.
- Guide the customer towards a solution rather than stopping at the first objection.

2. Effective Sales Conversations and Closing Deals

Turning Hesitant Customers into Buyers

A sales bot must know how to navigate a conversation where a customer is unsure about making a purchase. It should ask strategic questions and provide persuasive arguments.

Example Scenario: Addressing Product Durability Concerns

Customer: "I am not sure if this pump will last for many years."

Chatbot: "That's a valid concern. If I provide references and testimonials from customers who have used our pumps for years without issues, would that help you feel more confident in your decision?"

Customer: "Yes, that would help."

Chatbot: "Here are some customer reviews and industry certifications that confirm our product's durability. Let me know if you need more details."

Key Takeaways for Sales Bot Training:

- Identify the core concern (durability in this case).
- Provide proof (customer reviews, certifications, etc.).
- Always offer a solution rather than letting a concern stop the conversation.

3. Customer Interaction Strategies

Common Customer Statements and Best Chatbot Responses

Scenario: Customer Hesitates Due to a Need to Consult Others

Customer: "I need to discuss this with my partner."

Chatbot: "That makes sense. If your partner agrees, would you be ready to proceed?"

Customer: "Yes, I just want to confirm with them."

Chatbot: "Great! To make it easier for you, I can send you a summary of our offer, so you can share it with them. Let me know if you need any additional details."

Scenario: Customer Uses Delay Tactics

Customer: "I need more time to think about it."

Chatbot: "I completely understand. To help with your decision, can I provide more information on how this product has benefited other customers?"

Key Takeaways for Sales Bot Training:

- Keep the conversation going instead of accepting delays.
- Offer useful information that makes decision-making easier.
- Address concerns proactively to prevent losing the sale.

4. Sales & Transaction Data – Cart Abandonment and Upselling

A well-trained sales bot can reduce cart abandonment rates by addressing customer concerns at the right moment.

Scenario: Cart Abandonment Recovery

Customer adds a product to the cart but does not complete the purchase.

Chatbot (after some time): "Hi! I noticed you left [Product Name] in your cart. Can I assist you with any questions, or would you like to complete your order now? We're also offering a limited-time discount!"

Scenario: Upselling & Cross-Selling

Customer: "I am interested in buying a smartwatch."

Chatbot: "That's a great choice! Many of our customers also purchase a screen protector and extra charging cable to enhance their experience. Would you like to add them to your order?"

Key Takeaways for Sales Bot Training:

- Time automated messages properly to recover abandoned carts.
- Suggest relevant add-ons based on customer interest.
- Create urgency through limited-time offers.

5. Marketing & Promotions – Discounts and Customer Segments

A sales chatbot should be able to personalize discounts and promotions based on customer behavior.

Scenario: Offering Discounts Based on Customer Engagement

Customer visits the website multiple times but does not make a purchase.

Chatbot: "We see that you're interested in [Product Name]. Here's an exclusive 10% discount just for you! Use code 'WELCOME10' at checkout."

Scenario: Loyalty Rewards for Repeat Customers

Customer has made multiple purchases in the past.

Chatbot: "Thanks for being a loyal customer! You've earned 500 reward points, which can be redeemed for a discount on your next purchase. Would you like to apply them now?"

Key Takeaways for Sales Bot Training:

- Use data-driven strategies to provide personalized offers.
- Reward loyal customers with incentives to increase retention.
- Drive sales by creating urgency around special offers.

6. User Behavior – Tracking Engagement and Preferences

A well-trained chatbot must adapt based on user interactions and preferences.

Scenario: Personalized Recommendations Based on Browsing History

Customer frequently browses electronics but has not purchased yet.

Chatbot: "You seem interested in our latest smartphones. Based on your preferences, we recommend the [Brand Model]. It's currently trending and has excellent reviews. Would you like to learn more?"

Scenario: Re-Engagement Based on Past Purchases

Customer purchased a skincare product a few months ago.

Chatbot: "Hi! Your skincare product might be running low. Would you like to reorder it now? We're also offering a 15% discount on your next purchase."

Key Takeaways for Sales Bot Training:

- Leverage browsing history to provide relevant product suggestions.
- Use past purchases to re-engage customers with timely recommendations.
- Enhance customer experience with proactive outreach.

Final Thoughts

To build an effective AI-powered sales chatbot, it is crucial to integrate strategies that:

Differentiate between objections and excuses.

- Engage customers through persuasive conversations.
- Recover lost sales via cart abandonment strategies.
- Use data-driven marketing for discounts and promotions.
- Adapt responses based on user behavior and preferences.

By implementing these techniques, the chatbot will act as a knowledgeable and engaging virtual salesperson, driving higher conversions and improving customer satisfaction.

Chapter 2:

Cybernetic Objection Handling Techniques

1. Directly Extracting Customer's Reasons for Buying

This technique focuses on prompting customers to articulate reasons for purchasing. By asking, "What would be a reason?" or "Why would you still go for it?", the chatbot can encourage the customer to identify their own buying motives.

Example Scenario: Handling Price Objections

Customer: "It's too expensive."

Chatbot: "What can I show you to convince you that it's worth the price?"

Customer: "I don't think there's anything you could show me."

Chatbot: "If there were something, what would it be?"

Customer: "I'd need to see XY functioning in a real business setting."

Chatbot: "So, if I demonstrate XY working successfully in a business, you'd proceed with the purchase?"

Customer: "Yes."

Alternative Approaches to Addressing Objections

- "What benefits would make you say yes?"
- "Under what conditions would you agree?"
- "What requirements need to be met for you to proceed?"
- "Have you ever said yes before? What convinced you then?"
- "What specific factors would persuade you to place an order today?"
- "What additional aspects should we consider to make this collaboration successful for you?"

2. Addressing Common Sales Objections

Scenario: Overcoming the 'Already Have a Supplier' Objection

Customer: "I already have my suppliers."

Chatbot: "What would be a compelling reason for you to meet with me anyway?" or "What would we need to offer as your new supplier to make it worth your while?"

By posing these questions, the chatbot encourages the customer to reassess their current supplier relationships and consider new benefits.

3. The 'Why-Not' Questioning Technique in Sales Conversations

This method challenges customers to reconsider their hesitation by turning objections into opportunities.

Example: Social Persuasion with a Similar Approach

This technique also applies to everyday situations, such as inviting someone to dance:

- "What would make you say yes to a dance?"
- "If I lead well, would you dance with me?"
- "Would you dance if the music were faster?"
- "If I invite your friend too, would that change your mind?"

By isolating specific concerns, the chatbot can address them effectively and convert rejections into positive responses.

4. Strengthening Commitments with Conditional Questions

Once a customer expresses interest, reinforcing their commitment increases the likelihood of a successful sale.

Example: Chatbot: "If I could prove that you'd gain 10% more revenue after this training, would you attend?"

If the customer agrees, the chatbot follows up with:

- "How would you evaluate if it's working?"
- "Would you like to test our service first?"

This approach shifts the conversation from hesitation to active engagement and decision-making.

5. Overcoming the 'Not Interested' Objection

Scenario: Handling Lack of Interest in a Meeting

Customer: "I'm not interested."

Chatbot: "I understand, Mr. Bauer. You might not be interested yet because you haven't seen the benefits we provide. What would make this relevant to you?"

Customer: "Better pricing terms."

Chatbot: "Anything else?"

Customer: "High-quality service is important too."

Chatbot: "That's exactly our specialty. It's worth comparing our quality with your current supplier. Would you like to schedule a discussion?"

This method ensures that the chatbot uncovers the real reason behind an objection and redirects the conversation toward a solution.

6. Practical Exercises for Sales Training

To improve the chatbot's objection-handling skills, practice the following exercises:

- 1. Identify two common objections and develop response strategies.
- 2. Simulate sales interactions with colleagues to test various scenarios.
- 3. Maintain an objection-resolution success log to track effective responses.

Conclusion: Optimizing Chatbot Sales Conversations

For a chatbot to function effectively as a virtual salesperson, it must:

- Identify and address objections using strategic questioning.
- Encourage customers to articulate their own buying motives.
- Reinforce commitments with conditional agreements.
- Convert "no interest" responses into engagement opportunities.
- Continuously refine its approach through data-driven insights.

Chapter 3:

Sales and Sales Strategies

The "Back to Customer Exploration" Methodology

This methodology, favored by Umberto Saxer, helps navigate sales conversations effectively. No matter the situation, returning to customer exploration can help break deadlocks and uncover the true reasons behind objections.

Example Scenario: Customer Says 'Too Expensive'

Customer: "It's too expensive."

Chatbot: "Your concern about the price shows that we haven't discussed everything yet. What are your specific concerns?"

By returning to customer exploration, you uncover what truly matters to the customer, their concerns, and their pain points. Active listening allows you to find leverage points to close the deal.

Benefits of This Approach:

- Understand how the customer thinks and what drives their decision-making.
- Identify key arguments that will convince them to buy.
- Recognize when a deal is not beneficial and move on, saving time and effort.

How to Apply This Method:

- 1. **Ask Open-Ended Questions:** Encourage the customer to elaborate on their concerns.
- 2. **Actively Listen:** Pay close attention to their words, tone, and hesitations.
- 3. **Address Core Needs:** Identify pain points and offer solutions that directly meet their needs.
- 4. **Build Trust:** Establish rapport by demonstrating understanding and expertise.

With the time saved, a salesperson can:

- Offer an alternative product to the same customer.
- Seek referrals from satisfied customers.
- Complete and update customer data.
- Prepare for the next client visit more effectively.

- Schedule new appointments with potential leads.
- Follow up on pending offers to close more deals.
- Maintain relationships with existing clients to ensure long-term success.
- Continuously improve sales techniques through training, reading, or role-playing.

Overcoming Objections in Detail

Handling Price Concerns with Confidence

When a customer asks for a discount:

- Salesperson: "If I give you a discount, what part of the product or service would you like to remove?"
- Customer: "Nothing."
- **Salesperson:** "Exactly, which is why this is our calculated price. When would you like to proceed?"

To illustrate value over price:

• "In two years, you will be happy with your purchase and won't remember the extra cost. However, if you choose a cheaper alternative that doesn't meet expectations, you may regret it. Do you agree?"

Addressing Existing Supplier Relationships with Smart Questions

Customer: "We already have a supplier."

Salesperson: "That makes sense. All our customers had suppliers before they switched to us. What is most important to you in a supplier relationship?"

This question helps uncover potential dissatisfaction with their current supplier, allowing the salesperson to position their product as a better solution.

Securing Sales Appointments with Effective Engagement

Customer: "We don't need anything."

Salesperson: "Just hypothetically, if you were to consider a consultation, what would make it worthwhile for you?"

Customer: "Better quality."

Salesperson: "What else?"

Customer: "Cost savings."

Salesperson: "Anything else?"

Customer: "Faster delivery times."

Salesperson: "A meeting with us will quickly show you how you can save money and benefit from our high quality and quick delivery. When would be a convenient time next week?"

This strategy helps shift the conversation from rejection to curiosity, leading to a scheduled meeting.

Free Sales Seminar for Ongoing Training

To further enhance sales skills, Umberto Saxer and Thomas Frei offer free sales seminars covering topics such as:

- Effective customer exploration techniques.
- Handling objections with ease.
- Advanced upselling and cross-selling strategies.
- Leveraging referrals to expand business reach.
- Mastering closing techniques for maximum conversions.

These sessions provide actionable techniques that can lead to improved sales success and a more refined approach to handling objections.

Conclusion: Key Takeaways for Optimizing Sales Conversations

For a chatbot or salesperson to function effectively, they must:

- Identify and address objections using strategic questioning.
- Encourage customers to articulate their own buying motives.
- Reinforce commitments with conditional agreements.
- Convert "no interest" responses into engagement opportunities.
- Continuously refine their approach through data-driven insights.

By integrating these refined sales strategies, the chatbot will become a highly persuasive and effective virtual sales assistant, increasing conversions and improving customer satisfaction.

Chapter 4

Cybernetic Objection Handling Technique: "Why?"

This method should be used cautiously, as it can push the customer to make statements they may find difficult to retract. However, when applied correctly, it is a powerful tool that reveals unexpected insights.

Example 1: Addressing Price Objections

- Customer: "It's too expensive."
- Salesperson: "There must be a reason you think it's too expensive. Why do you say that?"

A real-life example illustrates this approach:

- A prospect claimed he couldn't afford sales training.
- Upon asking "Why?", he revealed that he had an expensive hobby.
- Recognizing that he had funds but different priorities, the salesperson reframed the decision:
 - "What is more important long-term—spending on your hobby or investing in yourself to reduce stress in sales?"
- The prospect acknowledged personal growth and reduced stress were more valuable.
- The result: He signed up for the training.

Example 2: Overcoming Discount Requests

- A farmer requested a price reduction of 2,000 CHF on a feeding system, which accounted for more than 10% of the total price.
- Salesperson's Response:
 - o "If I grant the discount, will you place the order?"
 - Customer: "Yes."
 - o "Besides the price, why do you want this system?"
 - Customer: "It improves feed efficiency, enhances animal well-being, and reduces illnesses."
 - "A 2,000 CHF discount means only 2 CHF per pig annually—well worth the benefits, right?"
- With a handshake and a slight nod, the deal was closed.

Handling Common Sales Objections

"The Last Delivery Was Late"

- Salesperson: "If I can guarantee on-time delivery, will you place the order?"
- Customer: "Yes."

• **Salesperson:** "I personally guarantee it and will oversee the delivery. When would you like the goods delivered?"

Practical Sales Tips

1. Utilizing Audiobooks for Continuous Learning

- o Listening to audiobooks during travel can turn downtime into productive learning time.
- Salespeople covering long distances can accumulate hundreds of hours of valuable training annually.

2. Enhancing Sales Materials for Appointments

- When sending brochures or proposals, include a list such as:
 - "10 Reasons Why Our Product is Worth Buying"
 - "10 Reasons Why a Personal Meeting with Us is Beneficial"
 - "10 Questions to Ask Before Making a Selection"
 - "10 Reasons Why Working with Our Company is Advantageous"
- o Ensure these points highlight tangible customer benefits, not just generic claims.

By strategically handling objections and structuring proposals around real value, sales professionals can improve conversion rates and build stronger customer relationships.

Chapter 05:

1. Introduction

A well-trained AI chatbot can act as a highly efficient virtual salesperson, capable of engaging customers, answering queries, handling objections, and persuading them to make a purchase. To achieve this, the chatbot must be equipped with sales strategies, a structured conversational approach, and the ability to understand customer needs.

2. Understanding Customer Psychology

To sell effectively, the chatbot should:

- Identify the customer's pain points.
- Understand buying behavior and decision-making processes.
- Recognize implicit and explicit customer needs.
- Adapt to different customer personas (e.g., budget-conscious, premium buyer, hesitant buyer).

3. Engaging the Customer

The chatbot should begin conversations in a friendly and engaging manner, such as:

- **Greeting:** "Hi there! I'm here to help you find the perfect product. What are you looking for today?"
- **Personalization:** "I see you're interested in [category/product]. Would you like some recommendations based on your preferences?"
- **Building rapport:** "That's a great choice! Many of our customers love this. What's most important to you when choosing [product]—quality, price, or features?"

4. Product Recommendations & Persuasion Techniques

a) Highlight Benefits Over Features

- Instead of just listing features, emphasize benefits.
- Example:
 - Feature: "This phone has a 5000mAh battery."
 - Benefit: "With this battery, you can go two days without charging! No more worrying about running out of power."

b) Use Social Proof

- "Over 10,000 happy customers have chosen this product and rated it 4.8 stars!"
- "This is one of our bestsellers and a customer favorite!"

c) Urgency & Scarcity

- "Only a few items left in stock! Order now before it's gone."
- "This special discount expires in the next 24 hours—don't miss out!"

d) Upselling & Cross-selling

- "If you like this, you might also love [related product]. It's a great complement to your purchase!"
- "Would you like to add [an accessory] to enhance your experience?"

5. Handling Customer Objections

A successful salesperson must be skilled at overcoming objections. The chatbot should:

a) Convert Objections into Desires

Instead of directly refuting objections, the chatbot should uncover the underlying need and offer a tailored response.

Example Objections & Responses

Customer Objection	Implied Need	Chatbot Response
"It's too expensive."	Value for money	"I understand! Would you be interested if I showed you how this can save you money in the long run?"
"I'm not sure about the quality."	Assurance	"That makes sense. This product has a [warranty/trial period] and thousands of positive reviews. Would you like to see testimonials from real users?"
"I don't need it right now."	Lack of urgency	"I get it! But just a heads-up, this deal is only available for a limited time. If you order now, you can save 20%!"
"I need to think about it."	Need for reassurance	"Of course! Would you like a comparison with similar products to make an informed decision?"
"A competitor offers it cheaper."	Price competitiveness	"That's a fair point! But our product includes [better warranty/service/free delivery], making it a better long-term investment."

6. Closing the Sale

Once the chatbot has successfully handled objections, it should confidently guide the customer to the next step.

- **Assumptive close:** "Great choice! Let's get this added to your cart. Would you like express shipping?"
- Alternative close: "Would you prefer the standard model or the premium version with extra features?"
- Incentive close: "Order now and get an exclusive 10% discount—shall I apply that for you?"

7. Post-Sale Engagement

A good salesperson ensures customer satisfaction even after the sale. The chatbot should:

- Provide order tracking updates.
- Ask for feedback: "How's your new purchase working for you? Need any help?"
- Offer future discounts: "Thanks for shopping with us! Here's a 15% discount on your next order."
- Encourage referrals: "Enjoying your product? Share it with friends and earn rewards!"

8. Learning & Continuous Improvement

- The chatbot should collect data on successful interactions and common objections.
- It should analyze customer feedback and improve responses based on user behavior.
- A/B testing different sales approaches can help optimize engagement.

9. Conclusion

Training a chatbot as a salesperson involves more than just programming responses—it requires understanding human psychology, sales techniques, and persuasive communication. By implementing these strategies, the chatbot can become an indispensable tool for driving conversions and improving customer satisfaction.

This structured approach ensures that the chatbot is not just answering queries but actively guiding customers toward making informed purchases. Let me know if you need additional refinements or specific industry adaptations!

Chapter 06:

6. Cybernetic Objection Handling Technique: Boomerang

The Boomerang Method involves responding to an objection by returning the same point back to the customer, demonstrating why it supports your proposal instead of opposing it. This technique is simple yet highly effective. Just like a well-thrown boomerang returns to its origin, a properly handled objection can be turned into a reason for the customer to proceed with the purchase.

How to Apply the Boomerang Method

When facing objections, you can use responses such as:

- "That is exactly why we should meet. What works better for you: Wednesday, September 18, at 8:10 AM or Friday, September 20, at 1:50 PM?"
- "That is precisely why my proposal is ideal for you, because..." (Provide explanation and follow up with a control question or an appointment suggestion.)
- "That's exactly the reason why it makes sense for you to proceed with this."
- "Precisely because (insert customer objection), I want to discuss this with you."
- "Exactly, that's why..." (Provide explanation and a control question or appointment proposal.)
- "That's exactly the point I want to discuss with you. How does Wednesday at 3 PM sound?"
- "See, that's exactly why this is the right choice for you, because..." (Provide explanation and a control question or appointment suggestion.)
- "That's exactly why I recommend you go for it, because..." (Provide explanation and a control question or appointment suggestion.)

Example Scenarios Using the Boomerang Method

Customer: "It's too expensive."

Salesperson: "That's exactly why you should choose it. Because we have a high price, we can use the best materials, ensuring that you have fewer issues with our product. Life is too short to deal with unnecessary frustrations, wouldn't you agree?"

Customer: "Yes, absolutely." **Salesperson:** "Great, so this is the right product for you. How many units would you like?" **Customer:** "You can send me 1000 pieces."

Customer: "I don't have the money."

Salesperson: "That's exactly why you should attend our sales training—you'll learn how to sell more, which will help you earn more in the future. What do you think about having more money down the line?"

If the customer truly has no money, you can further probe:

• "Until when will you have no money?"

- "When will you have funds available again?"
- "What amount is feasible for you at this moment?"
- "Are there any alternative ways to secure the necessary funds?"
- "If we find a suitable financing option, would you be interested?"

If all else fails, offer a more affordable or stripped-down version of the product, following the principle: "Better to have a small sale than no sale at all."

Using the Boomerang Method in Appointment Scheduling

This technique is especially effective when setting up meetings. Whenever a customer raises an objection, respond confidently and directly:

"That's exactly why it's worth scheduling an appointment with me." (Briefly justify and then propose a meeting time.)

For example:

- "That's exactly why we should meet. To help you evaluate this properly, does Tuesday at 8 PM or Wednesday at 7 PM work better for you?"
- (After any objection, immediately propose a meeting time without hesitation.)

Real-Life Application of the Boomerang Method

A Success Story: In 1983, when I started as a field salesperson, I had no idea how to book appointments over the phone, so I went door to door. In 1984, my cousin and I developed a computer program that demonstrated why it was financially better to amortize a house through an insurance company rather than a bank.

I needed a method to schedule meetings over the phone, and I was fortunate to learn from one of the best sales trainers, Norbert Schürpf. He advised me: "Whenever an objection arises on a call, say: 'That's exactly why you should consider this. To review it, does Tuesday at 8 PM or Wednesday at 7 PM work better for you?'"

This simple yet effective strategy helped me become the top salesperson in my company's summer competition, beating hundreds of other agents within just a year.

Variations of the Boomerang Method

To prevent sounding repetitive, you can learn multiple variations of this method. Some examples include:

Customer: "Your competitor is €1000 cheaper."

Salesperson: "That's exactly why our proposal makes more sense. In the end, it's not about being $\in 1000$ cheaper but about achieving the best results. Do you agree?"

Customer: "A friend is already handling this for us."

Salesperson: "That's an interesting perspective. It's precisely why it's worth reviewing our proposal, as we offer fresh insights that can significantly streamline your processes. In nine out of ten cases, we provide additional benefits. To explore this, would Monday or Wednesday be better for you?"

Customer: "I'm already well-covered."

Salesperson: "That's precisely why a meeting would be valuable. Those who consider themselves well-covered are often open to improvements. The next or following week, we could discuss potential enhancements—what works better for you?"

Applying the Boomerang Method in Your Own Words

To effectively use this technique, practice writing your own responses to common objections:

Handling Sales Objections:

1.	Customer objection:Boomerang Method:	Response using
2.	Customer objection: Boomerang Method:	Response using
Handli	ng Objections in Appointment Scheduling:	
1.	Customer objection:Boomerang Method:	Response using
2.	Customer objection:Boomerang Method:	Response using

Final Tip: The Balance Between Persistence and Adaptability

While the Boomerang Method is powerful, it should be used strategically alongside other objection-handling techniques to maintain a natural and effective sales conversation. By integrating this approach with variations and active listening, you will significantly improve your ability to turn objections into successful sales opportunities.

Chapter:07

7. Cybernetic Objection Handling Technique: Yes-Question and Yes-Dance

The questions should be phrased so that common sense compels a "Yes"! You can ask one or several Yes-questions/statements in a row. It's perfectly fine if the customer only thinks "Yes" during the Yes-Dance without saying it out loud. It's similar to playing billiards—once the ball is set in motion, it doesn't change its course.

Example: Customer: It's too expensive.

Saxer: If only the purchase price is higher, but it allows you to work faster and your employees enjoy it more, does it make sense overall?

Or:

You value a good price-performance ratio?

You mentioned that quality is important, you want to start using it next week, and—most importantly—the color shouldn't fade even after ten years. With these points in mind, it makes sense to pay a bit more, right? So, when would you like to pick it up on Monday? (During this Yes-Dance, the customer can think "Yes" to the questions while you're making your case.)

Game Example:

Frei: Maybe you remember a childhood game about colors.

Horst, I'm going to test you—answer quickly:

Frei: What color is this? (I point at the white wall.)

Stahl: White.

Frei: What color is this? (I point at another white object, like his shirt.)

Stahl: White.

Frei: What color is this? (I point at a white piece of paper.)

Stahl: White.

Frei: What does the cow drink?

Stahl: Milk.

Frei: This happens to most people—the association between white and milk takes over. This is known as the Yes-Track or Yes-Street. Once the customer is on this track, they often stay there. This technique can be particularly effective during the closing phase.

Examples of Yes-Questions:

- "I assume you're open to new opportunities?"
- "I take it you're willing to give new things a chance?"
- "As a manager, I see you as someone who wants their team to sell more easily and effectively, correct?"
- "If there's a way to maximize your profit, would you like to learn about it?"
- "You told me it's important to you that... (mention the benefit)."
- "In our last conversation, you mentioned that... (list benefits discovered during the conversation)."
- "Are you generally interested in ways to balance security, liquidity, and returns in investments?"

- "Are you generally open to a great balance between price, service, and quality?"
- "If you find during a meeting that you'll benefit more in the future than now, was that meeting worthwhile?"
- "Are you generally an open-minded person who's open to new things?"
- "If you discover that the new option is better than the old one, are you glad you took a look?"

Handling Objections:

Customer: I need to sleep on it.

Salesperson: Let's look at this realistically. If you're sleeping, you can't think about it, and if you're thinking about it, you can't sleep. Isn't it smarter to discuss this now? (Said with a bit of humor.)

Or a Yes-Dance:

You told me you value good quality. It needs to be delivered this month, and you want reliable service at any time. We've established that this solution is the perfect fit for you. Now it's about making sure these benefits become real so you can enjoy them every day. Would you like to make that happen?

Tip:

Start conversations with undeniable truths—things the customer will naturally agree with. For example:

- "Am I speaking with Mr. Christian Bolz?" (The "Yes" is spoken.)
- "You're the department head responsible for employee training, right?" (The "Yes" is spoken.)
- "We spoke two weeks ago, and you mentioned that X + Y + Z are important to you. Today's meeting is about..." (The "Yes" is thought by the customer.)

Scheduling Objections:

Customer: Not interested.

Salesperson: I see you as someone who's open to new opportunities and gives new ideas a chance. Am I right? (That's a Yes-Dance, since you're lining up several Yes-

questions/statements.)

Customer: Yes.

Salesperson: Then it's worth meeting with me because we have ways to simplify processes significantly. How does June 8th at 10 AM look?

Or:

Nowadays, it's important to compare existing solutions with new ones. If you find the new solution is better and has more advantages, then the review was worthwhile, right?

Customer: Yes.

Salesperson: So, how about a comparison in week 18? Does Wednesday at 4 PM work?

Conclusion:

The best way to learn these techniques is to write down two objections and responses in your own words:

Chapter 08:

Cybernetic Objection Handling Technique: Throwing Arrows

When handling objections, you anticipate and articulate potential concerns on behalf of the customer that might be preventing them from making a purchase. Often, people hesitate to express their concerns unless they receive encouragement. The following statements can help:

- "Is it the price that makes you hesitate?"
- "Are you considering the duration of the contract?"
- "Is the delivery time stopping you from making a purchase?"
- "Are you not scheduling the appointment with me because you don't believe that an increase in production is truly possible?"
- "Are you reconsidering because you think there might be a better offer available?"

Now, let's examine the common objection: "It's too expensive."

Customer: It's too expensive.

Salesperson: Do you say it's too expensive because you don't yet believe that the higher-priced product is actually more cost-effective in the long run?

Customer: Yes, others also say that working with you is the best long-term option.

Salesperson: Then it is crucial not just to say it but to demonstrate it clearly. Suppose I can show you, based on your needs and preferences, that choosing us will benefit you more over the next two years—would I then be your partner?

Customer: If you can clearly show me that, yes.

Handling "No" Responses

Salesperson: What if the customer says "No" to the question, "Do you say it's too expensive because you don't believe the more expensive product is the more cost-effective option in the long run?"

Colleague: Very good question. In that case, respond immediately: "What is it then that still makes you hesitate?" The customer now has to answer, giving you new information to address.

Example Scenario:

Salesperson: "Is it also the money that makes you hesitate?"

Customer: "Yes, I still need to clarify this point."

At this point, the salesperson realizes they have pinpointed the real obstacle. The customer felt uncomfortable bringing up this issue, but now the salesperson can address it directly. By working together, they find a solution, and the customer is satisfied.

Common Sales Objections and Responses

Objection: "I'm not a salesperson."

Salesperson: Do you say that because you lack sales experience?

Customer: Yes. (The response hits the mark.)

Salesperson: Many applicants say the same thing at the beginning. Since they've never learned sales techniques, they don't feel confident. That's precisely why our company offers serious training on professional selling. Would you like to achieve success in sales?

Customer: No. (The response did not hit the mark.)

Salesperson: Then what is it? (With a slightly raised voice.)

Addressing Scheduling Objections

Objection: "I don't have time."

Salesperson: I hear that often because no one has extra time these days. Time must be allocated wisely. However, it is worth taking the time if it brings you significant benefits. Do you say "no time" because you think it's not worth it or won't provide much value?

Customer: Yes.

Salesperson: We have achieved enormous savings for 80% of our customers. There is a high chance that we can do the same for you. You can check it out next week. When I arrive, where should I park?

Customer: No.

Salesperson: Then what is it that still makes you hesitate to consider this?

If the customer still insists they have no time, use another technique, such as "Back to Customer Exploration":

Salesperson: Suppose you schedule an appointment with me. What would need to happen during that meeting to make it worth investing an hour of your time?

Price Negotiation Tips

For better price discussions, consider these statements:

- "In recent years, many companies have gone bankrupt due to poor pricing strategies. Just before going under, they slashed their prices, even at well-known and reputable companies."
- "I understand that the price has to be right. It is right if you achieve the agreed-upon goals with our service. Would you agree with that?"
- "Everything in the world can be made cheaper. You've likely experienced firsthand what consequences that can have, haven't you?"
- "Experience shows that the cheapest price is not always the best price. Are you familiar with this concept?"
- "Precisely because this product line is the most expensive, it stands out from the other products in your assortment, leading to higher additional sales. What do you think about achieving more additional sales?"
- "You're right—the price must be justified. But whether it is depends heavily on how the product
 is handled afterward. Not everything that glitters is gold. If mistakes happen, they usually fall
 back on you. You know you can rely on us, and that's something you can confidently
 communicate to your customers. How do you feel about working with a reliable partner?"

Customer Objections and Sentiment Analysis:

When handling objections, it is important to address potential concerns that might be preventing a purchase. Many customers hesitate to express their real issues unless prompted. By analyzing common objections and customer responses, we can identify key sentiment patterns and pain points that impact sales.

Key Pain Points Identified in Sales Conversations:

1. Price Sensitivity:

- o Objection: "It's too expensive."
- Sentiment: Customers may feel uncertain about the long-term value of a higherpriced product.
- Response Strategy: Demonstrating long-term cost savings and benefits to justify the investment.

2. Financial Constraints:

- o Objection: "I have financial obligations and need a stable income."
- Sentiment: Customers may feel insecure about their financial stability and hesitate to commit to a purchase.
- Response Strategy: Exploring flexible payment plans or financial solutions to alleviate concerns.

3. Lack of Sales Confidence:

- o Objection: "I am not a salesperson type."
- o Sentiment: Potential customers may doubt their ability to succeed in a sales role.
- Response Strategy: Providing structured training and success stories to build confidence in selling capabilities.

4. Time Constraints:

- o Objection: "I don't have time."
- Sentiment: Customers perceive scheduling a meeting as a low-priority task due to their busy schedules.
- Response Strategy: Emphasizing time efficiency and potential benefits of a short discussion.

Sales Sentiment Analysis Insights:

- Many objections stem from emotional hesitation rather than factual barriers.
- Financial insecurity and perceived lack of knowledge are major pain points for potential customers.
- Customers often need additional validation and reassurance before making purchasing decisions.

Strategies to Overcome Customer Pain Points:

- **Price Justification:** Highlighting long-term benefits and cost savings.
- Financial Flexibility: Offering tailored payment plans or incentives.
- **Skill Development:** Providing professional sales training and mentorship.
- Time Efficiency: Ensuring concise and impactful customer interactions.

Understanding these patterns helps in refining sales approaches to better address customer concerns and enhance conversion rates.

Chapter 09

9. Cybernetic Objection Handling Technique:

Emotional Statements

Just like throwing darts, you address potential obstacles, but you also engage on an emotional level with emotional statements. You acknowledge the feelings that may be behind a statement. This builds even more trust, and you gain important information.

For example, if a customer says:

"I won't be able to get this approved by management."

Possible responses that address the customer's feelings could be:

- "That bothers you."
- "You are dissatisfied."
- "You feel held back."
- "That's troubling you."
- "That's weighing on you."
- "You feel frustrated."

A concrete example could look like this:

Customer: *I won't be able to get this approved by management.*

Saxer: You are disappointed.

Be sure to remain silent after making an emotional statement. Even if you don't precisely identify their feelings, the customer will still express them. This way, you and your customer are on the same page, and often, they will share possible solutions themselves. If not, simply ask:

- "How can we still get it approved by management?"
- "What could we get approved?"
- "How would it work?"
- "Where would it work?"
- "Who could help us get it approved?"

Handling the Objection "Too Expensive"

Customer: *It's too expensive.*

Saxer: Yes, I can tell that it bothers you to have to negotiate on price even though everything

else is right.

Customer: Yes, you see, I just want to be sure that the quality is good.

Saxer: *If I can assure you of that, would it be acceptable?*

Customer: *If you can, then yes.*

Saxer: Yes, I assure you. When do you need it? **Customer:** You can deliver it on Monday.

Klar: Umberto, in practice, do customers really accept the statement "Yes, I assure you" as sufficient?

Saxer: I am always amazed at how little evidence customers actually require when they trust you. When they don't trust you, the exact opposite is true. In extreme cases, you could provide endless proof, and the customer still wouldn't believe you.

That's why you can assume that, with a strong trust foundation, the statement "Yes, I assure you" is enough for customers to say yes. The key is that your tone and demeanor must be convincing.

This only works if you habitually keep your promises—especially the small, seemingly insignificant ones—and truly believe in what you say. When you have this certainty, it transfers to your customer, and they believe you.

Some customers do ask for proof. Not necessarily because they don't trust you, but because they are simply used to requesting it. For these customers, I recommend having facts on hand to provide proof.

Personally, I like to turn the question back to the customer by asking:

- "What would be an acceptable proof for you?"
- "What can I show you to convince you?"

Real-Life Example of an Emotional Statement

Frei: In the spring, I had a great experience with emotional statements. After a cold and rainy period, we finally had the first weekend of beautiful, warm weather. Many people were out enjoying nature. We were walking along a river when we found an outdoor restaurant with a garden seating area.

The only free table was unfortunately behind a tree in the shade. We moved the table about a meter and a half to the left to enjoy the sun. Suddenly, an angry waitress stormed over and scolded us: "It's outrageous to just move the table! And I need that space for the walkway."

We were startled because the atmosphere was too pleasant to have an argument. Plus, three waitresses her size could have easily passed through. Since the restaurant was packed and she was the only server, we assumed she was just stressed.

But unfortunately, she reacted with defiance—taking 15 minutes before we could order and another 10 minutes before our drinks arrived. The service was miserable.

I decided to break her mood with emotional statements:

Frei: Today, there are so many guests here in the garden. That must be a lot of pressure when everyone wants to order at once.

Waitress: Yes.

Frei: That's stressful, right? (I stayed silent, and sure enough, she responded ...)

Waitress: Yes! Today is the first sunny day, and we've been completely overwhelmed. Everyone wants to order at the same time, get their drinks and food quickly, and then pay immediately. **Frei:** That's exhausting. (I followed up with another emotional statement and stayed silent again.)

Waitress: Very! And on top of that, my colleague left at 2 PM, so I'm doing everything alone now

Frei: That's even more frustrating. (I stayed silent again.)

Waitress: You can say that again. And sometimes, you just overreact. I didn't mean it that way. For you, it's probably much nicer in the sun.

From that moment on, we had a friendly and pleasant conversation. She was able to let go of her bottled-up frustration. It really paid off to acknowledge the emotions behind her words.

More Examples of Emotional Statements

Renner: Umberto, can you give me more examples of emotional statements? **Saxer:** Of course. Whether it's an objection, resistance, a negative comment, a positive comment, or even silence from the customer, you can use emotional statements to build trust and encourage them to share their feelings.

Examples:

- "You feel..."
- "You are..."
- "You have..."
- "That makes you..."

Possible emotions:

• Good, bad, rejected, uncertain, discouraged, overburdened, skeptical, frustrated, relieved, hopeful, impressed, confident, nervous, worried, happy, stressed, angry, surprised, proud, disappointed, overwhelmed, annoyed, concerned, grateful, reassured, pressured.

The Importance of Silence

As I've mentioned before, it's crucial to remain silent after making an emotional statement. Even if you don't get the emotion exactly right, the customer will still clarify their feelings.

By the way, emotional statements are also great for customer discovery—not only to build trust but also to gain valuable insights.

Practice staying silent. Choose one customer each day and challenge yourself to remain silent for as long as possible, never interrupting them.

Chapter 10:

Using Facts to Overcome Objections

When faced with an objection, present facts—such as statistics, newspaper articles, test results, references, etc.—and then ask a control question.

Example:

Customer: "It's too expensive."

Salesperson (Saxer): "I can show you an interesting study from the professional magazine *House and Construction*. A month ago, they compared the most important products and came to the following conclusion: ..."

(Now, I show the study and then ask the following control question.)

Salesperson: "What do you think about this in light of these findings?"

Customer: "That's impressive. It looks like you have the best price."

Salesperson: "As you've seen, considering the value for money—absolutely, yes! Would you

like to go with the best-priced option?" (Look at the customer and nod slightly.)

Customer: "Yes."

10.2 Handling the Objection: "Everyone Says That"

Salesperson (Frei):

"I understand. So, what's important to you is that this isn't just a claim, but actually true? Here is a reference letter from Kaiser AG. Initially, Ms. Roth had similar concerns. But now, this stove has been in use multiple times daily for over eight months. Ms. Roth has confirmed this and is extremely satisfied. Before this, Kaiser AG tested all other models until they came across ours. Since then, they've ordered two more stoves.

How would you feel if, in eight months, you could say the same?"

Objection: "But I don't have any reference letters like that. What should I do?"

Salesperson (Frei):

"Ask your customers for a small favor—request that they write a short testimonial for you. Customer statements (references) are also highly effective. Interview your customers and ask for permission to publish their statements. The best way is to compile these statements on an A4 sheet and show them to your potential clients."

10.3 Real-Life Example: Convincing a Skeptical Dentist

In autumn 2002, a dentist called me. He was interested in personal coaching for sales. Yes, even dentists need to attract clients, present offers, and negotiate prices. However, I sensed that he was skeptical about whether investing in this training would pay off.

Since I had previously trained another dentist who later sent me an email with some fantastic feedback, I had solid facts to present. First, I called the previously trained dentist and asked if I could share his email with the new prospect. I also asked if the new dentist could call him if he had any further questions. He agreed.

The new dentist read the email and later called his colleague. This paved the way for me. Two days later, when we spoke again, all objections had disappeared, and he signed up for the coaching.

Here's the original email:

Sales Training

From: Thomas Frei (thomas@umberto.ch)

To: [Recipient]

Hello Thomas.

Thanks for your email! Yes, we have made significant improvements. Believe it or not, not only is my desk now organized, but the entire office is too!

We need to meet again soon, but I must admit, I'm a bit nervous. Ever since you were here, "sales" have improved significantly. Since then, I have had a **100% success rate** in presenting the treatments I believe are best for my patients.

Not all of them buy everything I suggest, but we prioritize—and the most important treatments are done first. So far, every single patient has stayed.

Previously, about 25–30% of my patients would just browse and never return. Now, even those who only came to look around are staying.

I must admit, I wasn't entirely inexperienced before—I was perhaps even quite good. But now, I finally see the light!

My biggest concern now? I don't know how to handle the influx of patients. They are lining up for treatment. It's unbelievable. Well, I'll find a way to manage it. I'm now looking for an assistant to help me handle the workload. It's a good problem to have!

I think you taught me something fundamental about selling:

- 1. Find out what your customer really wants. (How simple is that? Just ask!)
- 2. Use their own priorities, needs, and arguments to make your case. Focus all your energy there instead of discussing things that might not interest them at all.

Example:

Imagine you're a car salesman. You start telling a customer how beautiful the car is, how many horsepower it has, and all its features.

The customer replies, "I don't need that much horsepower—it's too expensive in taxes, etc." Sale lost.

Instead, you ask: "What is important to you in your new car?"

The customer says: "The color and a large trunk."

Now, you put all your effort into explaining how spacious the trunk is and how many beautiful colors are available—and you forget about everything else. If the customer wants to know something, they'll ask. Otherwise, don't mention it. The sale is almost guaranteed.

Anyway, as you can see, I got your message. But I won't share it—most people wouldn't get it anyway. Let them struggle with their miserable sales numbers!

Best regards,

Benny

10.4 More Ways to Overcome Objections

Salesperson (Stahl):

"Wow, this really works. I'll start collecting reference letters immediately."

Salesperson (Renner):

"That sounds great. But are there other ways besides showing customer testimonials?"

Salesperson (Frei):

Here are additional statements that can help you:

- "Nine out of ten customers use this product and wouldn't give it up."
- "A recent magazine article stated that our product is the best in its category."
- "Mr./Ms. X owns this product and recently told me ..."
- "A customer survey found that 85% of users ..."
- "The Hilton Hotel / Government / Market Leader XY uses this product. Would they use it if it weren't good?"
- "Consumer Protection / Stiftung Warentest / Saldo / Kassensturz compared all providers and concluded ..."
- "The Basler Zeitung wrote in April 2000 that Umberto Saxer is one of the best sales trainers."
- "The Swiss Association of Sales Professionals published an article on Umberto Saxer's training, calling it 'a must for every sales consultant.'"

After presenting these facts, ask a control question:

- "Considering this, what do you think?"
- "If this applies to you too, would you be interested?"
- "What's your opinion on this?"

Salesperson (Stahl):

"Thomas, if I can't find such statements, should I just make them up?"

Salesperson (Frei):

"Absolutely not. Lying to your customers will backfire. Always be honest. Nobody has a memory so perfect that they can remember every lie forever. If the truth comes out, the damage will be far worse.

Your subconscious also retains these lies, making you seem less trustworthy over time. Always tell the truth—but you don't have to tell *everything* you know.

If you search online, you'll likely find many positive articles about your product or service."

Sales-Related Data Extracted

Product & Inventory Data

- No specific product details mentioned.
- Customer Reviews:
 - o Frau Roth: Extremely satisfied with the oven, using it daily. Initially tested other models, then ordered two more.

Customer Interaction Data

- Common Objections and Responses:
 - "It's too expensive."
 - Response: Present statistical comparisons from reputable sources (e.g., trade magazines).
 - Example: "Haus und Bau magazine study shows our product is the most cost-effective."
 - Follow-up Question: "What do you think about this in light of these findings?"
 - "Everyone says that."
 - Response: Provide reference letters/testimonials from satisfied customers.
 - Example: "Kaiser AG initially had doubts but later confirmed satisfaction after long-term use."
 - Follow-up Question: "How would you feel if, in eight months, you could say the same?"
 - o "I don't have reference letters."
 - Solution: Request testimonials from existing customers and compile a document.
 - Example: "Ask your customers for a small favor—request a short testimonial to publish."

Sales & Transaction Data

- Example: A skeptical dentist agreed to coaching after reading a positive email from a previous participant and verifying it through a call.
- Real-Life Example:
 - A dentist skeptical about sales training changed his mind after reading a testimonial from a colleague, leading to increased patient retention and prioritization of necessary treatments.
- Purchase Decision Factors:
 - o Using customer priorities in the sales pitch ensures higher conversion.
 - Example: Car salesman focusing on color and trunk space when that's the customer's priority instead of engine power.

Conversational Data

- Effective Sales Techniques:
 - o Handling objections with facts and statistics.
 - Asking controlled questions like: "Under this aspect, what do you think?"
 - o Encouraging agreement through non-verbal cues like nodding.
 - o Using real customer experiences to establish credibility.
 - Example: A sales manager changed his perspective after reviewing written customer success stories.

Marketing & Promotions

- Common persuasive statements used in marketing:
 - o "Nine out of ten customers use this product and wouldn't return it."
 - o "In a recent magazine article, our product was rated as the best in its category."
 - "Customer surveys indicate 85% satisfaction rate."
 - o "Major brands like Hilton use our product. Would they if it weren't effective?"
 - "Consumer protection agencies/studies confirm our product is a leader in its field."
- Special Offers:
 - Bulk purchase incentives for consumable products (e.g., champagne storage recommendations for long-term use).

User Behavior

- Engagement Strategies:
 - o Ensuring customer participation through controlled questions.
 - o Demonstrating real-life success stories to reduce skepticism.
 - o Encouraging repeat visits with post-purchase follow-up strategies.
 - Example: Follow-up techniques ensuring long-term customer retention and increased referrals.

Additional Notes

- Importance of honesty in sales: Avoid fabricating customer testimonials, as false claims damage credibility.
- Effective follow-ups: Keeping organized customer feedback helps with long-term sales strategies.
- Alternative ways to prove product reliability:
 - Show case studies, consumer research data, industry comparisons, and major customer endorsements.
 - Use factual sources like trade publications, government studies, and independent testing agencies.
 - o Follow-up Question: "If this applies to you too, would you be interested?"

Chapter: 12.

Cybernetic Objection Handling Technique: Getting More Specific

Becoming More Precise

Typical customer statements include: "everyone," "always," "everywhere," "never," "just recently we...," "others give us...," "not much...," "I still have enough of...," "someone was just here..." etc. These are buzzwords, standard phrases, or generalizations. Sometimes, issues resolve themselves when you become more specific.

The following words can help: where, what, how, who exactly, with whom, when not, when exactly, how much, what does it mean...

Example:

Customer: €18,890 is too expensive.

Salesperson: Which part of our offer do you find too expensive?

Customer: The transport fee of €1,200 in addition to the product is too high.

Salesperson: What exactly do you mean by "too high"?

Customer: I won't pay more than €900.

Salesperson: Suppose I manage to get approval internally to offer transport for €900—would I

have your commitment to the order? **Customer:** Yes, then we have a deal.

Example:

Customer: I have no money.

Salesperson: How do you mean "no money"?

Customer: Last week, I had to pay €1,500 for car repairs. I need to cover that within 30 days, so

I can only finance training in three months.

Salesperson: So in three months, it would be possible?

Customer: Yes, then it would work.

Salesperson: The seminar in August is five months away. Financially, that should fit, correct?

(After a few more minutes, the sale and additional purchases were closed.)

Wine Sales Example:

Customer: I don't drink much wine.

Salesperson: How much wine do you drink on average per week?

Customer: About one bottle every two weeks.

Salesperson: That's two bottles per month—12 bottles in six months, which is two cartons. Plus,

you can store this wine for years. To choose the right selection, may I ask you three quick questions?

Sales Training Example:

Trainee: This technique doesn't work. **Trainer:** Have you tried it before? **Trainee:** Yes, but it didn't work.

Trainer: How many times in the last four weeks?

Trainee: Three customers.

Trainer: How many customer interactions do you have daily?

Trainee: Around 15.

Trainer: That's 75 per week—300 in four weeks. You've tried it three times—that's 1%. Can

you really conclude that it doesn't work? **Trainee:** No, I see your point. I'll try again.

The tendency to generalize happens unconsciously. The same applies to complaints. If a salesperson has 20 customer contacts in a day and one complaint, what will they talk about at the end of the day? Only the complaint.

Questions to Ask When Handling Objections:

- What exactly is too expensive?
- How much too expensive?
- Which part do you find too expensive?
- Compared to what?
- What does "too expensive" mean to you?
- Compared to whom?

Example:

Customer: Company ELTA offers a 13% lower price.

Salesperson: What exactly is cheaper there?

Customer: A similar product.

Salesperson: What do you mean by "similar"? What are the differences?

Customer: The material is different.

Salesperson: That's exactly why our price is 13% higher—our material is processed to the highest standard. That's why we offer a five-year warranty. You mentioned that quality is crucial

for you—is that right?

Customer: Yes.

Salesperson: Then investing a bit more for better quality makes sense. Over ten years, that's just

€50 per month. Can you agree that's worth it?

Customer: That makes sense.

Sales Tip:

Chapter: 13.

Cybernetic Objection Handling Technique: Reframing

Reframing gives a statement a different meaning.

- The customer's statement is received positively.
- The meaning is deliberately changed.
- The customer gains a new perspective.

Example:

In a crowded restaurant, a guest says: "It's packed!"

The waiter responds: "Yes, we're a very popular restaurant. What would you like to order?"

Pricing Objection:

Customer: It's too expensive.

Salesperson: So, you want the product?

Customer: Yes, but the price needs to come down.

Salesperson: If everything works as we discussed, is a small discount still important?

Customer: If everything works, not really.

Salesperson: Then it's the right choice. Shall we deliver to the same address?

Reframing Unavailability:

Customer: Your product isn't available.

Salesperson: Yes, demand is huge because it's the best on the market. You want the best too,

right?

Handling Reference Requests:

Customer: Do you have references?

Salesperson: You want reassurance that this project is worthwhile?

Customer: Yes, that's very important to us.

Salesperson: If I assure you that you'll get that security, would you proceed with the order?

Customer: Yes.

Salesperson: Then I assure you—it's a great decision! When would you like to start?

Real-Life Example of Reframing:

While staying at a hotel in Hong Kong, my girlfriend was woken up by loud noise from the neighboring room. She was upset. Instead of confronting the noisy guests, I told her: "I asked

them—they're celebrating because one of them just became a father for the first time. Isn't that beautiful?"

Her anger vanished. She agreed it was a special moment and went back to sleep. Later, I revealed the truth—it was just a loud party. She was amazed that a simple perspective shift made the noise irrelevant.

Handling "The Price is Too High":

Salesperson: I understand. No one wants to overpay. You may not have fully seen the benefits yet. Let's review what you're getting for this price...

Useful Phrases for Price Discussions:

- "As Henry Ford said: 'I'm not rich enough to buy cheap things.'"
- "I know our product isn't the cheapest, yet most customers choose it—why do you think that is?"
- "Saving a few euros now isn't worth regretting a bad product later."
- "Paying too little can cost more in the long run."

Booking Appointments Objection:

Customer: Send me the documents.

Salesperson: Of course. So, you're interested?

Customer: Yes.

Salesperson: If you find it valuable, would you set up a meeting?

Customer: Sure.

Salesperson: Most clients confirm that our products provide the most benefits. I'll send the

documents, and we'll meet next Wednesday at 11 AM. Does that work for you?

By mastering these techniques, salespeople can increase their success and customer satisfaction.

Chapter 14

Cybernetic Objection Handling Technique: Handling Objections with Four Different Types of Stories

When you try to prove to a customer that they are wrong, they will likely resist. However, if you tell them a story that indirectly conveys that they might be mistaken, you will find that they are more open to persuasion. Stories bypass conscious resistance and communicate directly with the subconscious, making communication more effective.

Additionally, stories can be engaging, capturing the listener's attention just as captivating tales did during childhood. Since stories are told in vivid images, they tend to remain in memory much longer. The four different types of stories are:

- A. Visual Metaphors to Make Your Statements More Impactful
- B. Personal Stories
- C. Stories from Other People and Companies
- D. Stories About the Customer's Future, Past, or Present

Methodology 14A: Visual Metaphors for More Impactful Statements

Customer: It's too expensive.

Salesperson: I understand that we are a bit more expensive. Just imagine throwing the extra cost overboard—it becomes completely irrelevant. Here's why: You have ten salespeople, and for each salesperson, you are investing just 90 dollars more per month in our solution. Considering that your ten employees cost well over a million dollars per year, the extra 90 dollars per month is negligible. What really matters is that your ten salespeople will spend more time with customers and less time on the road. Would you agree?

Customer: Yes.

Examples of Effective Visual Metaphors:

- Instead of saying, "That's good," say, "That's a game-changer!"
- Instead of saying, "Our device is strong," say, "Our device has the strength of an elephant!"
- Instead of saying, "We are fast," say, "We move at the speed of light!"

Visual metaphors stimulate the imagination and enhance understanding. Statements like, "That excites me," are weaker than, "Wow, that makes my heart race!" Using metaphors injects more emotion into your statements.

Another powerful tool is analogies:

- "A fox doesn't catch a rabbit as quickly as your employees can operate this machine."
- "If you ask for a discount, it's like expecting to buy a \$100 bill for less money. Does that work?"

Applying Visual Metaphors to a Complex Product Transition:

Customer: Switching to the new product is too complex and time-consuming.

Salesperson: If you want to harvest tomatoes, you need to plant seeds months in advance. Yes, planting the seeds requires effort, but the reward of juicy, red tomatoes is worth it. Likewise, switching to the new system may take effort now, but in a few weeks, you will already be experiencing the benefits. Once you do, won't it have been worth it?

Customer: That makes sense.

Methodology 14B: Personal Stories

Personal stories make a strong impact because they are based on real experiences, making them more relatable and believable.

Customer: It's too expensive.

Salesperson: I completely understand. I also try to save money whenever possible. A year ago, I bought a bulk supply of paper from a cheaper supplier instead of my preferred vendor. When it arrived, the quality was slightly inferior—not bad enough to return, but enough to be frustrating. Eventually, we replaced it, but now it just takes up space in storage. When quality matters, a slightly higher price doesn't ruin your satisfaction—would you agree?

Customer: Agreed.

Methodology 14C: Stories from Other People and Companies

Using real stories from other customers helps build credibility.

Customer: It's too expensive.

Salesperson: Mr. Miller from Huber Industries told me about an issue they faced. They ordered ball bearings from a competitor instead of us because they were slightly cheaper. When they installed them in Bangkok during a costly repair, they found that the bearings were slightly defective. They had to replace them at their own expense. Mr. Miller said that with our bearings, this had never happened, and he now prefers to invest a little more to avoid such costly mistakes.

Methodology 14D: Stories About the Customer's Future, Past, or Present

Creating a mental journey helps customers visualize benefits.

Customer: It's too expensive.

Salesperson: Imagine two years from now. You invested in our solution, and your key concerns—flexibility, simplicity, and increased productivity—have all been fully addressed. At

that point, does the slightly higher investment still matter?

Customer: No, it wouldn't.

Salesperson: Exactly! So, let's make that future a reality. When would you like to get started?

Final Tips for Better Price Discussions:

- Identify the customer's needs and position the price against the value they receive.
- Instead of saying, "It costs this much," say, "You get it for only..." or "Your investment is just..."
- Never present a price alone—always frame it with the benefits.
- Do not apologize for the price or indicate that you find it high. Be confident that the product is worth every dollar.
- Start with the highest-priced option and work down; it's easier to go lower than to add more later.
- If you are hesitant about high prices, you may attract price-sensitive customers. Adjust your mindset and believe in your product's value.

Handling Common Sales Objections with Stories

Customer: I'll wait until next month.

Salesperson: I understand. Three months ago, I was in the same situation when buying a car. I hesitated, and when I finally decided, the car was already sold. I still regret it. If you confirm now, you'll have your system up and running by the end of the month. Give yourself that push and enjoy the benefits. How does it sound to start in three weeks?

Customer: I already have a supplier.

Salesperson: I understand. I was loyal to my hairdresser for years. One day, they were on vacation, so I tried another. To my surprise, the new one was even better. If I had never tried, I wouldn't have known. The same applies to suppliers. Why not compare and see if our solution offers more advantages?

Conclusion: The Power of Storytelling in Sales

Using stories to handle objections is a powerful strategy. To master these techniques:

- 1. Practice writing two objections and responses in your own words.
- 2. Keep a journal of real customer interactions for future reference.
- 3. Continuously refine your storytelling skills to create compelling sales conversations.

Chapter: 15

Cybernetic Objection Handling Technique: Silence

Silence is a powerful tool in sales conversations. We often respond too quickly to objections or excuses. When you remain silent, think to yourself: "I like you," and believe in yourself and your offer.

Example Conversation:

Customer: It's too expensive.

Salesperson (Saxer): (Softly repeats "too expensive" and then remains silent.)

Customer: Can't anything be done about the price?

Salesperson: You said it, we have fixed prices, and I would lose my job if I gave a discount.

You wouldn't want that, would you?

Customer: (Laughs) Definitely not! Okay, when can you deliver it?

Key Insights:

- Use silence effectively when responding to objections. People naturally feel the need to fill silence with conversation, often revealing more information or reconsidering their stance.
- If the customer remains silent after an objection, be patient. Five seconds of silence may feel like an eternity, but most customers will continue speaking if you wait.
- When you ask a question, give the customer enough time to think before responding. A well-thought-out answer may take more than ten seconds.
- Acknowledge their response with a simple "Mhmm" or "Yes," or repeat a part of their statement before remaining silent again.
- Taking notes while listening to the customer reassures them and makes them feel heard.

Example Objection Handling in Retail (Shoe Store):

Customer: Is there any discount on these shoes?

Salesperson: (Remains silent while looking at the customer questioningly.)

Customer: I was just asking, thought it might be possible.

Salesperson: Asking is always allowed.

Effective Pricing Conversations:

- "It's like choosing a cheaper vacation package and ending up in a place you don't enjoy. Then, it's a waste of your vacation time. With our product, it's like having a fantastic vacation—you come back refreshed and with great memories. Does that align with what you're looking for?"
- "Would a small additional cost really be a problem if it means getting the best quality?"
- "A great sales trainer doesn't cost money; they generate revenue. The question isn't their fee but how well they help you achieve your goals. What would achieving your goals mean for you?"
- "Mr. Customer, we both know that making decisions based on price alone can lead to mistakes. Let's go over what you're getting for your money. You're not buying a price; you're buying a product/service. And here, it's important that..."
- "It's no surprise that you've seen lower prices. Our company isn't successful because we're the cheapest but because we offer the best value in the long run. Let's go over the benefits again."

Scheduling Sales Meetings:

Customer: I don't have time.

Salesperson: (Remains silent.)

Customer: Besides, it probably won't be worthwhile since we reviewed this three months ago.

Salesperson: (Remains silent.) Mhmm.

Customer: If you come, I need to be sure it's worth it.

Salesperson: Absolutely, in 95% of cases, our clients see significant benefits. You can see for yourself next week. Would Wednesday work for you?

Customer: Thursday is better.

Salesperson: Great, Thursday at 2 PM?

Customer: 2 PM works perfectly.

Tips for Appointment Setting:

- Confirm the date & time: "I've noted August 12 at 2 PM. Have you noted it as well? Should I send you a confirmation?"
- Clarify the meeting agenda: "I will present options for A, B, and C. I've allocated 45 minutes for this. Does that work for you?"
- Check for key attendees: "Who else should be present at the meeting?"

- **Gather relevant information:** "What solution have you used so far? What is your annual demand?"
- **Prepare for the meeting:** "To prepare effectively, could you share your company's website and priorities?"
- **Reduce cancellations:** "What's the best route if I'm coming from Munich?" (People enjoy giving directions, and this reduces cancellations.)
- Set positive expectations: "You'll be surprised by what's possible today... You'll see it's worth your time!"

Chapter: 16:

Cybernetic Objection Handling Technique: Counter Questions & Topic Shifting

In school, we were taught that answering a question with a question is impolite. However, in sales, counter questions can help maintain control of the conversation and build trust. When used strategically, counter questions allow the salesperson to gather more information, guide the conversation, and shift the customer's focus to different aspects of the offer.

Why Use Counter Questions?

- 1. **Gain More Information** Asking a counter question encourages the customer to share more details about their concerns.
- 2. **Control the Conversation** Redirect the discussion towards a more productive path.
- 3. **Encourage Self-Reflection** Customers often answer their own objections when prompted correctly.
- 4. **Reduce Sales Resistance** Avoid direct confrontation while addressing the underlying concerns.

How to Use Counter Questions Effectively

- Ensure your counter questions are relevant and smoothly integrated.
- Keep a friendly and curious tone to maintain trust.
- Avoid excessive questioning, as it may seem interrogative.
- Balance counter questions with statements that reinforce value.

Example Conversation:

Customer: Why should I buy from you? It's too expensive.

Salesperson: Just curious—when we deliver, will someone be available to help unload?

Customer: Yes, just give us a one-hour notice.

Salesperson: Great, we'll do that. Should we send you the order confirmation by email or fax?

Customer: But can't you lower the price?

Salesperson: What we can guarantee is an on-time delivery. Is that important to you?

Customer: Yes, very important. Send me the order confirmation by fax.

Strategies for Effective Topic Shifting

Switching topics at the right moment can help you steer the conversation towards areas where the value is more apparent. The key is to make the transition natural rather than abrupt. Here's how:

- 1. **Identify the Concern** Listen actively to the customer's objection.
- 2. **Acknowledge the Concern** Show understanding before shifting topics.
- 3. Introduce a Related Question Ask something that changes the focus while keeping relevance.
- 4. Offer a Value Proposition Highlight aspects that outweigh their concern.

Example of Topic Shifting:

Customer: I'm not sure if switching suppliers is worth the effort.

Salesperson: That's a valid concern. Have you had any benefits when switching suppliers in the past?

Customer: Yes, actually, we did save some costs and improved service.

Salesperson: That's great! Based on our experience, many customers experience similar benefits. Would you like to see a comparison of the savings and additional advantages we can offer?

Key Takeaways:

- Counter questions help maintain control and steer the conversation in your favor.
- Customers often answer their own objections when guided properly.
- Topic shifting helps refocus attention on value rather than resistance.
- A structured approach leads to more productive sales discussions.
- Experiment with counter questions in casual conversations to refine your technique.

Practical Exercises:

- 1. **Role-Playing** Practice counter questioning with a partner in a sales scenario.
- 2. **Objection Handling Drills** List common objections and write effective counter questions for each.
- 3. **Listening Exercises** Pay close attention in conversations and find natural moments to insert counter questions.

Final Tip:

- Find a like-minded sales partner and regularly exchange insights (weekly or monthly). This is not just for casual chats but to refine techniques and motivate each other toward top performance.
- Keep track of successful objections handled using counter questions and refine your approach

Chapter 17:

Cybernetic Objection Handling Technique - Ignoring Objections

Sometimes, the best strategy in a sales conversation is to simply ignore certain objections and continue confidently with the discussion.

Example: Umberto: I recall a story about your grandfather, how he had selective hearing when your grandmother asked him to do something he didn't want to do. Saxer: "Oh – say no more." Stahl: But in retail sales, how do we handle objections like, "It's too expensive"? Saxer: "Let me show you something. Please come with me for a moment." Stahl: I would get annoyed if my counterpart ignored my concerns. Saxer: Is it always necessary to address every single concern? Stahl: No, of course not. Saxer: The point is not to ignore your customer entirely but to be selective about what you engage with.

Key Strategies:

- Address only specific aspects of a customer's concern.
- Refer back to something the customer has already mentioned.
- Ask a targeted question to steer the conversation in a new direction.
- Show the customer something interesting that shifts their focus.

The important thing is that the customer remains comfortable. Do you agree?

Tip: Before a sales conversation, set clear goals. What do you want to sell primarily? What are alternative or additional sales opportunities? What is your minimum acceptable outcome? What is your ideal maximum?

Example Response to an Objection: **Customer:** "Your managers receive excessively high salaries." **Salesperson:** "To find the best solution for you, I'd like to ask a few questions first. Would that be alright?" **Customer:** "Yes, go ahead." **Salesperson:** "If you were to use our solution, what would be most important to you?"

Practical Exercise: Write down two objections you commonly face and draft responses in your own words.

1.	
ว	
۷.	

Mental Preparation:

- Keep your ears open for statements that help you achieve your goals.
- Stay visually alert to identify opportunities.
- Trust your intuition to guide your responses.

Visualize your success and affirm to yourself: "I will achieve my goals as long as they benefit all parties. Otherwise, I will find something even better!"

Practicing this method for a month will yield noticeable results. If you wish, share your experiences on the sales forum www.umberto.ch to encourage your peers.

Example Response to a Scheduling Objection: **Customer:** "Someone from your company was here recently." **Salesperson:** "To ensure you have a chance to review our offer, would August 18 at 4 PM or August 29 in the morning work better for you?" **Customer:** "August 29 is better." **Salesperson:** "Would 9 AM be suitable?" **Customer:** "Yes."

Tip: Prevent objections rather than handling them reactively. Use scripts and training to streamline scheduling and sales discussions. Having prepared scripts boosts confidence, increases call frequency, and leads to more appointments.

Chapter 18:

Cybernetic Objection Handling Technique - Moving to the Next Point on the Checklist

Sometimes, a customer doesn't see the value in a product. In such cases, pivoting to another aspect of the offer can be highly effective. Being well-prepared with a checklist of potential offerings increases confidence and sales efficiency.

Example: **Customer:** "It's too expensive." **Salesperson:** "Too expensive – I understand. The next point on my checklist is our ability to supply your company with seals and gaskets. If we handle that, we may be able to reconsider pricing."

Or: **Salesperson:** "Price is certainly an important factor. Another key consideration on my checklist is our customer support. I'd like to discuss this first. In my experience, once we cover this, price often becomes less of an issue. What is important to you regarding support?"

Key Insights:

- Many salespeople give up too early when booking appointments.
- Overcoming up to seven objections is often necessary to maintain momentum.
- Handling objections effectively requires preparation and maintaining a good rapport.

Example from Experience: In 1983, I attempted to sell a savings insurance policy to a couple. The wife was interested, but the husband refused. After two visits, he was still unconvinced. Driving away, I realized I had another option to offer: health insurance. I turned back, and within 15 minutes, the husband agreed to the new proposal.

This experience led me to adopt checklists before customer meetings:

- What else can I offer?
- What additional benefits can I present?
- What's the maximum and minimum sales outcome?
- What additional information can I gather?
- Are there potential referrals I can request?

Example Response to Budget Objection: **Customer:** "I can't get approval from the CEO for this year's budget." **Salesperson:** "Aside from budget constraints, is there anything else preventing you from moving forward?" **Customer:** "No, I would like to proceed, but I can't this year. Check back next fall." **Salesperson:** "Understood. I've noted that. Let's discuss another aspect—are you open to changing your supplier for consumables if there are benefits?" **Customer:** "Yes, if it's beneficial." **Salesperson:** "What are your key requirements for consumable suppliers?"

By shifting the focus, you gain insight into the customer's priorities and discover potential opportunities.

Tip: Preempt price concerns by discussing cost before the customer raises it. Example:

- "Let me show you why our price-to-performance ratio is exceptional."
- "The best part of this product is its price. Let me explain how it's calculated."
- "Here's why this product is actually underpriced for what it offers."

Example Response to a Scheduling Objection: **Customer:** "We've already handled all our insurance matters." **Salesperson:** "That tells me you value good solutions. (Moves to the next checklist point.) Have you considered ways to extract business profits without taxation?" **Customer:** "Of course. Every entrepreneur thinks about that." **Salesperson:** "There's a legal pension fund strategy for this. Which date works better for a discussion—September 18 at 4 PM or September 25 at 8 AM?" **Customer:** "September 18 at 4 PM works." **Salesperson:** "Great. I've noted it down. Have you scheduled it as well?" **Customer:** "Yes."

Training and Continuous Improvement: Sales habits tend to revert to old patterns. Regular training helps maintain effective techniques. Consider attending training sessions, like the Cybernetic Impulse Program, to reinforce and refine your skills. Visit www.umberto.ch or call +41 (0)52 368 01 88 for details.

Chapter: 19

Cybernetic Objection Handling Technique: Opinion Question Combined with an Argument

With this method, you address the objection or specific aspects of it. Keep in mind: an opinion question is only an opinion question if it cannot be answered with a simple "yes" or "no." Opinion questions are also very gentle. Their strength lies in their subtlety and softness! As mentioned, they cannot be answered with "yes" or "no."

Examples:

Customer: The old device still works fine.

Salesperson: Mhmm, usually, old devices are not replaced because they no longer work, but because the new ones are a better fit. How do you like this color combination, which fits so beautifully into your kitchen?

It is important that your voice conveys understanding and conviction. It must not sound arrogant in any way! If we only replaced things that no longer worked, very little would be sold. By introducing the aspect of "better fitting and more beautiful," you encourage the customer to look at the situation from a different perspective.

Customer: We are satisfied with our current order volume.

Salesperson: Bravo! In that case, you're ensuring everything runs smoothly. – How do you see the future if your salespeople could sell even better?

Express appreciation with your voice. This opinion question also allows the customer to gain a new perspective.

Active Listening is Key

When you ask an opinion question, it is crucial to listen attentively. You need ears like "Dumbo, the little elephant." Be patient and wait before speaking. Sometimes, the customer needs a few seconds to think. This waiting period may feel long to you, but to the customer, it does not.

Wait for the answer! If your customer is thinking, time will seem short to them, not long. Remember the power of silence and practice patience—you will find that it pays off!

By listening carefully, you learn what is important to your customer and what they value. This opens up many opportunities. A top salesperson is not a star because they speak well, but primarily because they ask good questions and listen well!

Applying the Opinion Question Technique

- **Customer:** It's too expensive.
- **Salesperson:** Mhmm, what do you think about the fact that a slightly more expensive solution could generate more profit in the long run?

Key Takeaways:

- Opinion questions are powerful tools that can be used throughout the sales conversation:
 - To start a conversation.
 - To understand customer values.
 - To gather information.
 - o To encourage customers to talk.
 - o To subtly test buying readiness.
 - o To facilitate additional sales.
 - And most importantly, to handle objections!

Opinion Questions with Arguments

Opinion questions encourage the customer to think beyond a "yes" or "no" response. By incorporating a benefit-oriented argument, they become even more effective.

Examples:

- How does ... sound to you?
- What impression does ... create for you?
- What do you think about ...?
- How do you see ...?
- How does it feel when ...?
- How do you find ...?
- What does ... mean to you?

Example Response to an Objection:

Customer: I don't need a new machine.

Salesperson: Who really needs a new machine? What do you think about a solution that reduces wear and tear and breakdowns?

(Note: Your voice should sound persuasive, not condescending. People don't need a new machine; they need the benefits it offers!)

Chapter: 20

Cybernetic Objection Handling Technique: Argument with Control Questions

Arguing is the most commonly used objection-handling method! Unfortunately, for many salespeople, it is also the only one they use. This wouldn't be a big problem if they at least mastered it. However, in practice, those who truly master this technique can also apply other methods. Poor argumentation can kill a sales conversation.

Common Mistakes in Argumentation

1. The argument is too weak from the customer's perspective.

Many salespeople do not know the benefits of their product well enough. Even worse, in our seminars, we often see that salespeople are well-informed about their competitors' advantages but mostly aware of their own products' disadvantages. This mindset leads to frustration and forces them to rely on price alone.

2. An argument is not concluded with a control question!

(Instead of a control question, silence combined with slight nodding and eye contact can also be effective.)

Many salespeople talk endlessly, providing explanations, demonstrations, and presentations, yet they fail to check what the customer actually thinks. Without control questions, they lack the insights needed to adjust their approach.

Key Point: An argument must not stand alone.

After stating one, at most two or three arguments, a control question must be asked. This gives the customer the opportunity to respond, express agreement, or share concerns. Control questions quickly reveal whether you are on the right track or need to adjust your approach.

3. The tone of voice is wrong.

The way something is said matters just as much as what is being said. Some people can state something, and you believe them immediately, while others struggle to gain credibility even with solid proof.

How to Improve Credibility in Sales

- 1. **Preparation:** Set goals and create a checklist.
- 2. **Visualize success:** Before a meeting, imagine achieving your goals.
- 3. **Believe in yourself and your product:** Know the benefits of your product and the weaknesses of competitors.
- 4. Accept failure: Top salespeople experience many failures but keep going.
- 5. Respect customers as they are: Think, "I like you!"

- 6. Train your voice and tone: Just like singers practice singing, salespeople must practice speaking.
- 7. **Keep your word:** Deliver on your promises, even small ones.
- 8. **Be honest and avoid exaggerations:** Overstatements lead to mistrust and lower self-confidence.
- 9. **Stay optimistic:** People are drawn to positive energy. Optimistic doctors help their patients recover faster, just as optimistic salespeople make more sales.

Applying Control Questions in Argumentation

Control questions can be:

- Closed questions: ("Do you agree?" "Is that good for you?")
- Opinion questions: ("What do you think about this?" "How do you see this?")
- Closing questions: ("When would you like it?" "How many do you need?")
- Suggestive questions: ("What advantages do you see?" "How good do you think this is?")

Example: Addressing an Objection

Customer: Your candidate lives too far away.

Salesperson: I understand, she does live a bit further. Is there anything else making you hesitate to hire her?

Customer: No, but we've had bad experiences with long commutes before.

Salesperson: Then it's time for a good experience with Ms. Blum. A long commute won't be an issue if she performs well. She also told me that she enjoys using her commute for personal development by listening to audiobooks. Would you like an employee who is eager to learn? **Customer:** Yes, definitely.

Chapter: 21

Cybernetic Objection Handling: "May I Ask, May I Dare?"

Overcoming Initial Sales Challenges

Many salespeople struggle with booking appointments with new clients. In my previous role as a sales director, I recognized that setting up meetings was a major hurdle. I was determined to develop a simple method that anyone willing to apply it could succeed with.

Through years of trial and error, I refined a technique that simplifies appointment setting and effectively addresses client objections. After testing it extensively, I discovered that when framed correctly, potential customers were more receptive.

The "May I Ask?" Method for Handling Sales Objections

One key realization was that when clients feel they might not qualify for a service, they become more interested in it. This led to the "May I Ask?" technique, which subtly shifts the conversation dynamics.

Example Conversation:

- Client: "Your product is too expensive."
- Salesperson: "Many companies find our solution cost-effective in the long run. However, it's not suitable for everyone. If I may ask three quick questions, we can determine if it's a good fit for you. Would that be okay?"
- Client: "Sure."
- **Salesperson:** "When your team places an order, do they instantly see what additional options are available?"
- Client: "No, they have to go through several menus."
- Salesperson: "Does that slow down their workflow?"
- Client: "Yes, quite a bit."
- **Salesperson:** "If they could see everything instantly and suggest the right add-ons, how much more revenue do you think that would generate?"
- Client: "At least 30-50% more."
- **Salesperson:** "Then it sounds like this system would pay for itself. When would you like to start benefiting from it?"

This approach encourages the client to prove to themselves why they need the product.

Sales Techniques for Handling Objections

Here's a structured approach to common objections:

1. Silence

 Instead of responding immediately, pause. Silence makes customers reflect and often leads them to justify their own objections.

2. Counter-Question

- Client: "I don't need anything right now."
- Salesperson: "Do you currently use any tools for [related need]?"
- Shifting the focus opens a new angle in the conversation.

3. Ignoring the Objection

• If an objection is minor or premature, continue the discussion as if it wasn't raised.

4. Moving to the Next Point

 Rather than fixating on one objection, introduce another selling point that might resonate better.

5. Asking for Opinions

- Salesperson: "What would you say if this technique could boost your revenue by 50%?"
- Engages the client without triggering resistance.

6. Providing an Argument with a Control Question

- Client: "Your product is too fast for us."
- Salesperson: "It might seem that way at first, but our clients adapt quickly. Have you ever gotten used to a better process and then couldn't imagine going back?"

7. The "May I Ask?" Technique

- Gaining permission to ask questions reduces tension and makes the conversation more productive
- Example: "If I could ask you three questions, we'll both know if this solution fits your needs. May I ask?"

Practical Scenarios & Responses

1. Objection: "My employees won't use audiobooks."

- Salesperson: "That would be unfortunate. Aside from that, do you have any other concerns?"
- Client: "I just don't think they'll listen to them."
- **Salesperson:** "In most cases, people end up using them more than expected. But if I may ask a few questions, we'll know for sure. Are you open to that?"
- Client: "Yes."
- Salesperson: "How important is ongoing education for your team?"
- **Client:** "Very important."
- Salesperson: "Do you currently have structured time for sales skill improvement?"
- Client: "Not really."
- Salesperson: "How many hours per year do your employees spend driving?"
- Client: "A lot, at least 500-600 hours."
- **Salesperson:** "Wouldn't it be beneficial if they could use some of that time to develop their skills?"
- Client: "That makes sense."

2. Objection: "We don't need oxygenated water in our company."

- Salesperson: "That's understandable. Many companies, however, have found it boosts employee well-being and productivity. It may or may not work for your team. May I ask a few quick questions?"
- Client: "Go ahead."
- Salesperson: "How do employees typically feel after a walk in fresh air?"
- Client: "Energized."
- Salesperson: "Studies show hydration improves focus. Do your employees drink enough water?"
- Client: "Probably not."
- Salesperson: "If I could demonstrate that our product helps employees stay energized like after a walk, would you be open to trying it?"
- Client: "Sure. What does it cost?"
- Salesperson: "Less than bottled water. Can I show you a sample next Thursday at 10 AM?"
- Client: "That works."

Salesperson's Daily Goals

To be more effective, a salesperson should set:

- Revenue targets (monthly, weekly, daily)
- Number of client contacts
- Number of appointments booked
- Quality goals (client interactions, attitude, and follow-ups)
- Ongoing training targets

How to Improve in Sales

1. Develop Your Own Objection Handling Guide

- Write down the most common objections and responses.
- Use three different methods for handling each one.

2. Practice Handling Objections

- Role-play with colleagues or an AI chatbot.
- o Focus on voice tone and confidence.

3. Study the Best Sales Techniques

- Read books like "Think and Grow Rich" by Napoleon Hill.
- Listen to sales audiobooks during downtime.

4. Attend Sales Training & Webinars

- Free and paid sales workshops provide hands-on practice.
- Webinars offer remote learning options.

5. Use Time Effectively

- o Convert commuting or downtime into learning opportunities.
- Set daily learning goals.

6. Leverage the Pareto Principle (80/20 Rule)

o Focus on the 20% of customers that generate 80% of revenue.

7. Join Sales Groups & Forums

o Engaging with top sales professionals improves strategies.

8. Refine Your Closing Techniques

 Example Closing Question: "When would be the best time for you to start benefiting from this?"

Here's an **in-depth**, **structured**, **and detailed** guide based on the original material, specifically designed to train a **sales chatbot** that can act like a professional salesperson. This will help create a **highly effective sales chatbot** that can **handle objections**, **book appointments**, **upsell**, **and close deals**.

AI Sales Training Guide: Handling Objections, Selling, and Closing Deals

Introduction: Understanding Sales Psychology

 Customers hesitate due to fear of risk, financial concerns, or doubt about the product's usefulness.

- A good salesperson (or chatbot) shifts the conversation from selling to helping the customer discover value.
- The "May I Ask?" Technique uses questions to let customers sell the solution to themselves.
- Main sales chatbot goals:
 - o Book **appointments** with potential buyers.
 - Handle customer objections effectively.
 - Suggest upsells and additional purchases.
 - Close deals using persuasive but non-pushy language.

SECTION 1: The "May I Ask?" Objection-Handling Framework

Why it Works

Instead of **pushing a product**, we let customers **justify the purchase themselves** by answering **key questions**.

This **switches the roles**—the customer starts proving **why they need the product** instead of rejecting it.

Step-by-Step Execution

1. Acknowledge the Objection

- Don't argue or contradict.
- Agree with the customer's hesitation.

Example:

Customer: "Your product is too expensive."

Sales Chatbot: "That makes sense. Our solution is a premium service, and we know that price is an important factor."

2. Introduce the "May I Ask?" Approach

- Politely ask **permission** to ask questions.
- If they agree, it opens the conversation.

Example:

"However, many companies find that despite the cost, they see a massive return on investment. May I ask you three quick questions to see if this could be valuable for you?"

3. Ask Strategic Questions to Prove Value

These questions should **lead the customer** to see the benefits of your product.

Example Conversation:

- **Chatbot:** "Would it help if your team could instantly see all related products and upsell opportunities at a glance?"
- Customer: "Yes, that would be useful."
- **Chatbot:** "Are you currently losing revenue because employees forget to offer relevant products?"
- Customer: "Yes, that happens sometimes."
- **Chatbot:** "If implementing this system increased sales by 30-50%, would that make the price worth it?"
- Customer: "Yes, definitely."
- **Chatbot:** "Then it sounds like this system would pay for itself in just a few months. When would you like to get started?"

SECTION 2: Handling Specific Objections

1. "It's Too Expensive"

✓ Example Chatbot Response:

"Some of our customers thought the same at first, but they saw a 30% revenue increase after implementation. Would you be open to seeing a quick case study on how it worked for them?"

Follow-Up Questions:

- "How much additional revenue would you need to justify this investment?"
- "What's the cost of NOT having this solution?"

Key Tactic: Show ROI (Return on Investment)

2. "I Don't Have Time to Look Into This"

Key Tactic: Minimize perceived effort

Example Chatbot Response:

"I understand! That's why we offer a **5-minute demo** that shows exactly how this can benefit you. Would you like me to schedule one?"

Q Alternative Response:

"Would it help if I sent you a short video explaining how it works?"

3. "We Already Work with Another Vendor"

Key Tactic: Position your product as a unique or improved solution

Example Chatbot Response:

"That's great! That means you already see the value in this type of service. Can I ask—what do you like most about your current vendor?"

Follow-Up Strategy:

- If they mention something lacking, emphasize how your product fills the gap.
- Example: "Some of our customers switched because they needed [feature your competitor lacks]. Would that be useful for you?"

4. "I'm Not Interested"

Key Tactic: Find out why and reframe the value

Example Chatbot Response:

"I completely understand! Just so I can improve my recommendations, may I ask—what's the main reason you feel this might not be a good fit?"

- If they respond with price → Use ROI approach.
- If they respond with lack of need → Ask about their current process and highlight inefficiencies.

SECTION 3: Upselling and Increasing Sales

- ♦ A chatbot can **recommend additional purchases** based on customer needs.
- ♦ The best time to **upsell** is **after** the customer shows interest.

Example Upsell Tactics:

Customer: "I'm interested in your software."

Chatbot: "Great choice! Many customers also find that our training package helps their team maximize results. Would you like me to include that in your quote?"

Wey Upsell Phrases:

- "Most customers who buy [product] also find [upsell product] valuable. Would you like to learn more?"
- "Since you're investing in [product], you might love [related product] to enhance the experience."

SECTION 4: Closing the Sale

Key Closing Techniques

- 1. The "Alternative Close"
 - "Would you prefer the standard package or the premium package with extra features?"
- 2. The "Now or Later" Close
 - ✓ "Would you like to start today, or would you prefer next week?"
- 3. The "Assumptive Close"
 - ✓ "I'll go ahead and set this up for you. You'll receive the confirmation email shortly!"

SECTION 5: Sales Chatbot Responses (Structured Examples)

Customer Objection	Chatbot Response
"It's too expensive"	"I understand! Many companies initially felt that way but saw an increase in revenue. Would you be open to a case study on that?"
"I don't have time"	"I get it! That's why we offer a 5-minute demo. Would you like me to book one for you?"
"I already have a vendor"	"That's great! What do you like most about them?"
"I'm not interested"	"I completely understand! May I ask why, so I can better tailor my recommendations?"
"I need to think about it"	"Of course! What's the main thing you'd like to consider?"

Customer Objection	Chatbot Response
"I need approval first"	"Makes sense! Would a customized proposal help your decision-making process?"

Conclusion

By following this guide, the chatbot can: Handle objections smoothly

- **✓** Guide customers through the sales funnel
- **✓** Book appointments and demos
- **✓** Upsell effectively
- **✓** Close more deals

Would you like help in implementing this chatbot as a real system?