

# NAVIGATING THE SALE



## Overcoming Customer Objections

Customer objections are opportunities. They tell you the customer is interested, but needs more information. The most common objections tend to be in three areas:

- Price
- Value
- Availability

The key to overcoming customer objections is to anticipate them and be prepared to respond:

### 1. Be an active listener

- Treat objections with respect and hear them out
- Try to understand the customer's motivations
- Don't interrupt
- Maintain eye contact (if in-person)

### 3. Respond to the objection

- Explain the benefits and value of the solution you are recommending
- Don't be defensive
- Keep your response brief and to the point
- Confirm that you have resolved the objection

### 2. Paraphrase the objection back to customer

- Ask questions to better understand the objection
- Paraphrase the objection back to the customer to make sure you address the exact concern

### 4. Ask for the sale

- You may have to do this more than once, so be patient and vary the way you ask
- Provide further explanation/information if necessary

