

## 6 Ways to Avoid Objections

The new salesperson tires of hearing experts say, "Professional sales people welcome objections." There's nothing welcome about being turned down by a prospect. Objections are only moderately welcome when they provide you with a clue as to why the prospect isn't buying, so you can plan your next selling procedure. Here are six suggestions for avoiding the unnecessary selling obstacles.

### **Don't Argue**

Don't try to prove the prospect is in error. There is nothing to be gained by winning the argument but losing the sale. Let the power of suggestion lead the prospects to their own conclusion.

### **Don't Dismiss the Objection**

Talking loud and fast to override an objection only builds resentment and antagonizes your prospect. Determine why the point was raised and offer an intelligent response.

### **Don't Blow Your Cool**

Blowing up at a prospect may make you feel better for the moment and prove how ignorant or dishonest he or she is, but it doesn't sell your product.

### **Avoid Complicated Explanations**

Don't use words which are not part of our normal everyday language or which do not properly explain your product.

### **Look for the Positive**

Avoid such statements as "This piece of equipment rarely ever breaks down." This will only remind the potential customer that, like everything else, it can break down.

### **Keep Your Selling Points Believable**

Don't exaggerate the quality or realistic expectations of your product.