

## 5 Sure-Fire Ways to Turn Objections into Sales

**Objections from prospective clients are a predictable part of the sales process. But there are ways to overcome the “objection obstacle.” Use these 5 techniques to turn those objections into sales!**

By Paul J. Meyer

When an objection has been raised by your prospect, it must be overcome or the sale will usually be lost. The reactions to objections vary widely among salespeople. The true professional salesperson says, “I need objections. Without them, I couldn’t sell.” This reaction is in sharp contrast to those salespeople who view stalls and objections as catastrophes, contemplating them with doubt, fear, and worry.

The difference in the reactions of these two types of salespeople is not so much one of experience or exposure to training as it is of attitude. Stalls and objections are almost never isolated events; they are the results of cause and effect.

*Objections give the professional salesperson clues about what is happening.* They help him evaluate the customer or prospect and guide them toward a satisfactory resolution of the salesperson/customer relationship.

### Understanding Objections

First, we must have an understanding of the person behind the objection. Let’s adopt this basic premise: *all stalls and objections are defensive reactions to a threat, either direct or implied.* In effect, the customer is calling a halt or slowing down an action.

Objections are usually emotional reactions. Although objections are almost never logical or rational, they are very real and strong psychological reactions. To understand them, you must have a basic understanding of the psychological needs of people.

The salesperson listens with his eyes, ears, and intellect. As he listens, the prospect will usually tell the salesperson about his self-image and how the sale can be made.

### Overcoming Objections

Stalls or objections are in reality pleas from the prospect for reassurance; the prospect lacks the conviction in his decisions. He needs reassurance that he’s right, and with proper reassurance the stalls melt away. Strong salespeople get very few stalls, in part because they exude confidence. *Stalls are overcome by the salesperson sharing his self-confidence with the prospect. Using the following steps can help overcome objections and stalls.*

**“The salesperson who understands himself and is confident does not feel threatened when the prospect stalls or raises objections.”**

#### #1 — Listen Carefully

Listen carefully to the prospect’s objection. Encourage him to express himself fully, and understand that he’s in the process of weighing alternatives.

#### #2 — Use a Softening Statement

Lower the prospect’s resistance with a softening statement. This communicates that you have empathy for him; however, you must be sincere.

#### #3 — Convert to a Question

Convert the prospect’s objection to a question; questions indicate interest. Think of the prospect’s objections as questions you can answer, by converting them to questions.

#### #4 — Answer the Question

Answer the question, which was originally phrased as the prospect’s objection, calmly and confidently. There is no substitution for preparation.

#### #5 — Closing Question

Once you have answered the prospect’s objection, it’s vital to ask a closing question.

*The salesperson who understands himself and is confident does not feel threatened when the prospect stalls or raises objections.* When he also understands human nature and his prospect or customer in particular, he stands on strong ground. The salesperson that is well-prepared will seldom be plagued by objections from customers and prospects.

Too often, salespeople get themselves involved in a game of psychological ping-pong: objections followed by responses, followed by objections and so on. *Remember, people don’t buy products or services, they buy the end result of what these will do for them.* Translate your product knowledge into filling the needs and dreams of the customer. The successful salesperson always has the attitude that he is a problem solver and a needs-satisfier for his customers.

As you practice these techniques, you will gain confidence in your ability to listen, understand the needs of your clients, and answer their objections with self-assurance. As a result, you will undoubtedly start turning your prospects’ objections into sales!

Paul J. Meyer may be a *New York Times* best-selling author, but it is his success as an entrepreneur that has made him a millionaire many times over. To learn more about overcoming objections to reach your sales goals, order Paul’s very practical CD, *How to Turn Objections into Sales* today, available at [www.pauljmeyer.com](http://www.pauljmeyer.com).

