

DECISION MAKERS AND OBJECTIONS

Introduction

Most answers to objections become shorter and therefore thinner after a period of time. Sales people don't realise they have shortened their answers and when I have asked why they have done so they say decision makers aren't interested in listening. Some decision makers don't want to know, but a large percentage might be more interested in your company if they suspect you are. All too often I hear someone explain that they have been in business for 10 years, they have an excellent client list and a wonderful reputation for service and reliability. They might even mention that their attitude to quality is first class.

There are three things wrong with this ❶ it is not an answer to an objection it is a "trust me" statement ❷ everyone else says the same thing ❸ no detail. Hence the reason it's a "trust me" answer. After a period of time the answers get shorter and shorter and begin to sound even thinner

The solution

Make a list of all the best features about your products and services and create a detailed explanation that will last about thirty seconds for each one. They should cover product features, design, reliability, delivery, servicing and backup.

Now, with a few good questions, you find out what your prospect's main niggles are and you explain what you would do to avoid that problem

Example

A company has been buying IT products in quantity for the last five years and likes the products they buy themselves, but they do have problems when occasionally they need an engineer. Their problem is that the engineer sent out to fix something takes most of the day to get there. When he does arrive, he does not always have spares. So he takes the faulty product away and returns a few days later.



PETER CLAYTON - Author, International Speaker, Columnist, ITN and BBC Radio Consultant and Leading Business Trainer

The prospect takes your call and asks.....

When the prospect takes your call and asks what your service is like and you enthusiastically say that your engineers are highly trained and respond very quickly....don't expect too many decision makers to buy into your answer.

Why? Because ❶ it sounds like everyone else's answer
❷ it's thin because there is no detail.

Now if you had said that it was a good point because it's been critical to your success in the last five years and that all your engineers go on the latest courses and are strategically placed in 16 locations around the country and that they carry a full range of spares and are usually on site within two hours (97.8% of the time) then you may stand a chance.

You may think a decision maker would not be interested in such small detail, but our research shows that 90% of decision makers need detailed reassurance in the area they have their most problems with.

The good news is that once you have delivered a long detailed answer to the biggest issue/objection then you will be trusted with shorter answers on the other objections.

Remember, a good answer has got plenty of detail in it.

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