

## Objections – Objections - Objections

I run sales courses every week and the two main reasons why delegates attend my courses are *dealing with receptionists* and *handling objections*. We looked at receptionists last month, so this time we will be looking at objections.

First, bear in mind that a good answer to an objection has a limited run of time (one or two years at most). The reason is simple. Your winning answer at the beginning of a year is being used by all your competitors by the end of the year! - Hence the statement "You all sound the same".

### Question

How do you deal with receptionists or assistants who stop you early on and tell you to put literature in the post, they have no requirement or they already have a supplier?

### Answer

If it is right at the beginning of a call, just after you have introduced yourself, it is not an objection - it is a blocker. Most people make the mistake of challenging the blocker by asking how they can get onto a list and can they speak to a decision maker first, to explain why they should be considered. The reason why this is a mistake is that you have actually challenged the receptionist straight away and disregarded their instruction. Because this happens several times a day, every day of the week, receptionists become toughened towards dealing with you.

Consider agreeing with them. *"That makes sense. Most of the companies I approach do have suppliers, I'm not expecting to sell anything today, but I would like to know what information I should send and therefore if you could help me I would really appreciate it."*



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

### Answer cont:

(It is very difficult for the receptionist to tell you to put information in the post when you have said that is what you want to do).

Because you have agreed to do what they suggested, they are more likely to cooperate, which then allows you to ask for further information such as how often do they have any problems so that you can send additional information that would be helpful. If this has worked well, they start to realize that you are reasonable and not too pushy at this time. As this is rare in salespeople you will get more cooperation. At some point it might help to ask to speak to the decision maker to double check what information should be sent. Using the excuse of sending information gives them an element of control over the call so they offer more help.

If you pick your questions properly with regard to occasional problems they have with that supplier, rapport will start to build itself and you will get pulled into a conversation as to what you do in more detail. This will allow you to move more into a sales call and perhaps get the opportunity to arrange a visit or a quotation. It is important to bear in mind that your questions should be paced sensibly. Too many probing questions one after another can start to create negative rapport.

Peter Clayton

*Next month we will look at objections from decision makers and how to make your answers more acceptable. If you would like to contact me I can be reached at [peter@aprc.co.uk](mailto:peter@aprc.co.uk) or Tel 023 80 844125*