

Training for Sales Objection Handling

Almost every prospect you talk to has sales objections or reasons why they don't want to buy your product. If they didn't have doubts about the price, value, suitability to their situation, or ability to buy, they would have already bought it.

Handling objections is a natural part of selling, but they can get in the way of moving prospects through the pipeline. You might even be tempted to ignore the objections and just send the breakup email. But if you want to be successful, you need to learn how to both find and solve these problems.

When people say they don't want your product, that's not the time to give up. That's the time to talk about how great it is again. In this post, you'll find out everything you need to know about handling objections, such as how to respond to common ones.

What is an objection to a sale?

A sales objection is any concern that a prospect brings up about a barrier that makes it hard for them to buy from you. It's a clear sign that you have to deal with more parts of the buying process than you thought you would.

A common sales objection is that the buyer "doesn't have" a certain skill. Prospects object to a sale when they don't think they have the money, interest, need, or ability to buy from you at a certain time.

Even though objections are one of the trickier and more frustrating parts of sales, they are not always dead ends. Let's look more closely at how you can get around these possible problems.

How do you handle objections?

Handling objections is when a prospect has a problem with the product or service a salesperson is trying to sell, and the salesperson responds in a way that makes the prospect feel better and lets the deal move forward. Most objections have to do with price, how well the product fits, or competitors. Sometimes the objection is just a good old-fashioned brush-off.

Handling objections means talking to the buyer in a way that makes them change their mind or makes them feel better.

Some salespeople argue with their prospects or try to force them to back down, but this isn't the right way to handle an objection. In those situations, prospects usually become even more sure of their position, and the salespeople end up hurting the trust and relationship they've built with them.

Help your prospect come to a different conclusion on their own instead of telling them they're wrong. And if you can't convince them, that's a good sign that they won't work out.

Also, it's important to know the difference between sales objections and dismissals. Objections are real, but brush-offs are just excuses. The difference between an objection and a brush-off is that an objection means "I see the value in your product, but I'm not sure if I want to buy it because of X," while a brush-off means "I don't want to talk to you."

Objections are a lot more important than shrugs.

How to Handle Objections

Having to deal with objections is a normal and frustrating part of being in sales. For the process to work, a salesperson needs to know how to do certain things and have certain skills. Some of these are being aware of the situation, gathering background information, leading with empathy, and asking open-ended, thought-provoking questions.

Being aware of the situation

There's no one-size-fits-all way to handle a prospect's concerns that can be used as a default. You need to have a good idea of where you are in the sales process, the nature of the deal you're pursuing, and the needs and interests of your prospect, among other things.

To deal with a prospect's objections effectively, you need to understand the circumstances that led to them. So, as your conversation with a prospect goes on, you need to stay aware of the situation.

Collecting a lot of background info

This point is a natural follow-up to the one above: good, actionable situational awareness is based on a lot of background information. Do a lot of research on your prospect's company and, to some extent, on them as well.

What problems does the company have right now? What problems do the prospect's peers in the same industry always have? If you've worked with similar-sized groups before, try to remember the problems they brought up.

And for your contact, you should know what they do. What kind of power do they have to make decisions? What parts of the business do they deal with on a daily basis? What do people in their situation usually have trouble with?

If you know all of that and more, you'll be in a good position to deal with objections in a nice way.

Using empathy to lead

Objections are a normal part of sales, and in many, if not most, cases, they show that the customer has good reasons to be worried. So, when your prospects push back a little, you shouldn't show that you're frustrated and impatient.

Every successful sales effort has empathy at its core. You shouldn't sell to a prospect just to make money; you should sell to them because your product or service solves their problems best. So you should always think about what they want and what they need.

If you know about their problems and situations and treat them with patience and understanding, you can be ready for any objections they might have and deal with them well.

Asking open-ended questions that require thought

Every other point on this list can be strengthened by being able to ask thoughtful, open-ended questions. You need to find out what's really bothering your prospect if you want to understand and deal with their objections.

Most of the time, this starts with asking them relevant, tactful questions and giving them time to talk about them. Don't ask questions that can be answered with a simple "yes" or "no," and don't be afraid to use silence to your advantage.

Let your clients say what they think. Find out what worries them and make sure you can answer any objections they might have.

A Good Way to Deal with Objections – LAER: The Bonding Process®

Carew International's LAER: The Bonding Process® has been shown to be a good way to handle objections. Listen, acknowledge, explore, and respond are the four steps of LAER.

When an objection is made, the first thing to do is to listen to it. This shows your customer that you care about what they have to say and are interested in what they have to say.

The next step is to tell your customer that you understand their worries. Here's where you show that you've been paying attention. Acknowledging something can be as simple as nodding your head or restating the issue. A sincere "thank you" can stop an argument and make everyone feel better. Sometimes, all your customers want is to know that you heard them.

The third step is to figure out what your customer is worried about. It's very important that you fully understand what your customer said.

For example, your customer may have said that they don't want to work with you because of the price, but the real reason is that they like the salesperson at the competition and like the attention they give.

If you don't take the time to find out why the customer isn't buying, you won't know that "price" is just a smokescreen, and you won't know how to respond.

"People still buy from people they know, like, and trust," said Mark Tanner, Co-Founder of Qwilr. "Buyers want and expect a personalised sales experience. How you present yourself and your product either builds trust or gives your competitors a foot in the door."

The last thing to do is to answer. Once you fully understand your customer's objection, you can respond with a suggestion, an alternative, a solution, or a next step that will address the customer's concern and help you close the deal.

Handling objections doesn't have to be a painful task for people in sales. Instead, you should look at objections as chances to help your customer and get to know them better.

The LAER: The Bonding Process® from Carew International is a good way to deal with objections because it creates a positive, two-way exchange between the salesperson and the customer.

Why is it important to handle objections?

Nothing is worse for a deal than waiting until the end to deal with sales objections. The longer a buyer has an opinion, the more likely it is to be strong, and the harder it will be to change it.

With this in mind, you should not try to avoid objections but instead welcome them. You can also find them ahead of time by regularly asking questions like:

- "Does X bother you in any way?"
- "Are there any things that would make you not want to buy?"
- "How sure are you that [product] will do well for you, and why?"
- "You seem concerned about X. What do you think?"

Different Sales Refusals

As I said at the beginning of this article, most sales objections come from a "lack" of something, and they usually come from a good place. Most of the time, prospects who raise objections say that they can't buy right now.

But these "lacks" are often wrong, and if you know what you're doing, you can usually find ways to work around them. Let's look at some of the most common sales objections in more detail.

What to Do When Someone Says "No"

- Not enough money
- Not trusting
- Not Needed
- Not enough hurry

Most of the time, a sale goes well because the prospect could afford the product or service, you had the power to convince them, they needed the product or service, and the time was right.

This happens a lot and is often called BANT (Budget, Authority, Need, and Timing). As part of your normal qualification process, you should figure out BANT.

It would also make sense for sales objections to be the opposite of BANT:

1. Not enough money

"It costs too much."

Most objections will have to do with how much something costs. That's because every purchase involves some financial risk.

As a sales rep, you should think about where your product or service fits in the market and how to show how valuable it is. This changes the topic to one of risk versus reward.

By giving them something of value and showing them where your solution will take them, you can help them see that the reward is worth the risk.

2. Not trusting

"I haven't heard of your business."

People like, know, and trust the people they do business with.

In an inbound sales conversation, it's likely that the prospect has already interacted with your content or knows something about your company. You could get them to forget this objection by reminding them, or you could think about your sales cycle and whether it's possible to nurture them through it.

But not every conversation is an inbound conversation, and they might not have heard of you at all. At this point, you should double down on the value your elevator pitch offers. Make sure to talk about how important your company is in the market.

3. Not Needed

"I don't understand how this will help me."

This might seem like a reason to say no, but it's actually a chance to tell the prospect something (and get information from them in return). Use open-ended and multi-step questions to find out more about the prospect and figure out what they want. If you find a match, use it to show how valuable you are.

4. Not enough hurry

"I don't care about [X problem] right now."

Here, the goal is to find out if the timing really is a problem or if the prospect is just ignoring you. One way to do this is to ask them to explain why they don't think it's important or what other things are taking their attention right now.

Listen carefully to find out if their answer is about a real problem with timing or if it is just an excuse. If they are doing backflips to explain why they shouldn't do anything about a real problem, you may have a chance.

If nothing else works, set up a time to talk with them about the problem in more depth at a later date.

When trying to get past sales objections, it's important to respond in the right way and not react on the spot to your prospect's concerns. Here are some good ways to deal with objections.

1. Try to listen carefully.

First of all, when your prospect tells you about their worries, make sure you are actively listening to what they are saying.

As your prospect tells you what's bothering them, listen to understand, not to answer. Don't cut them off while they're talking, and give them room to say what they want and what they don't like.

2. What you hear, say it again.

Once your prospect has said what they don't like, repeat what you heard to make sure you got it right. This will not only help you understand what they are saying, but it will also make your prospect feel heard and valued, which is important for building trust.

3. Validate your prospect's concerns.

After you've shown your prospect that you understand where they're coming from, you can continue to build trust by putting yourself in their shoes and validating their point of view. No, that doesn't mean you have to talk badly about your product or recommend a competitor.

For example, if you are selling automation software and your prospect is worried about how they will be able to implement your software into their complex system, you could say, "I

understand that implementing new software can seem like a daunting task. Luckily, we have an amazing tech team that has worked with similar organisations and can handle a smooth transition for you."

With this answer, you're telling them that their worry is real and giving them a way to calm their fears.

4. Ask follow-up questions.

When you hear the word "objectives," you should do everything you can to keep the conversation flowing naturally. If you notice that your prospect is pulling back, it can be smart to ask follow-up questions to keep them talking.

Don't ask questions that can be answered with a simple "yes" or "no." Instead, ask open-ended questions that let your prospect keep talking about your product. The more information they give you, the more you can use to try to make the sale happen.

5. Use the opinions of others.

Depending on what your prospect is worried about, telling them about a customer who had the same worries but went on to have success with your product can be a good way to ease their mind.

If you're in B2B sales, you can also talk about how your prospect's competitors have dealt with similar objections and what worked for them.

6. Set a date and time to get back to them.

If your prospect wants more time to think about something, give them that time and space. But you don't want to leave them without an answer. Set up a time and date to follow up soon so that too much time doesn't pass, and offer to answer any questions they might have while they think about it.

7. Anticipate sales objections.

In the end, the best way to deal with sales objections is to be ready for them. If you are ready for objections, they are much less likely to throw you off your game.

If you have a set of neutral suggestions to give prospects when they raise objections, you can keep sales moving. Because you listened to the buyer and tried to understand why they felt the way they did instead of giving a quick answer, they are usually willing to listen to you if you have a solution.

Keeping track of the most common objections is also useful. When you know what to expect, you can spend more time practising your answers and making them better. We also suggest that sales reps do role plays to improve how they deal with objections. Take turns with another rep on your team asking common objections

Now that you know what handling objections is, why it's important, and how to get better at it, let's look at the 50 most common ones.

We also suggest that sales reps do role plays to improve how they deal with objections. Take turns with another rep on your team asking common objections (like any of the 40 on this list), answering them, and then giving each other feedback.

Now that you know what handling objections is, why it's important, and how to get better at it, let's look at the 40 most common ones.

Price and budget-related sales objections

1. "It costs too much."

Common sales objections and how to respond to them about price Price objections are the most common type of objection, and even prospects who plan to buy will say something about it. Be careful: as soon as you use price as a selling point, you become just a middleman in a transaction. Instead, come back to the value of the product.

Example Rebuttal

"I'd love to go over the features of [product] and how it can help with [prospect's problem] that you told me about."

2. "There isn't any cash."

It's possible that your prospect's business isn't big enough or making enough money at the moment to be able to buy your product. Keep track of their growth and think about how you can help your prospect get to a point where your product or service would work for their business.

Example Rebuttal

"I get it. Let me tell you about some of our other services that might be a better fit for your budget and level of growth right now."

3. "This year, we have no more money to spend."

This is a different way of saying "I don't have any money." What your prospect is telling you is that they're having trouble with their cash flow. But if there's a big problem, it has to be fixed at some point. Help your prospect get money from executives to buy now, or set up a call for when they expect the money to come back.

Example Rebuttal

"Let's set up a follow-up call to talk about when you think the money will come back. When do you think that might be?"

4. "That money needs to go somewhere else."

Prospects sometimes try to take resources away to use them for something else. It's up to you to make sure that your product or service is a priority that needs money now. Share with

you case studies of similar companies that have saved money, made their business more efficient, or seen a huge return on their investment.

Example Rebuttal

"We had a customer with a similar problem, but when they bought [product], they were able to increase their ROI and put some of their new money toward other budget items."

5. "I don't want to sign a contract that ties me down."

When a prospect with a real need and interest balks at time-based contract terms, it's usually because they don't have enough money at the moment. There are ways around this, though. Instead of asking for a year or more of payment up front, see if you can offer payment month-by-month or quarter-by-quarter.

Example Rebuttal

"I get it. Let's talk about the different contract terms and payment plans I can offer you. Maybe those will work better."

Concerns from salespeople about the competition

6. "We work with [Vendor X] already."

Common sales objections and responses about the competition: A prospect who is working with a competitor is a blessing in disguise. They've already seen a problem and found a way to fix it. A lot of the education you'd have to do on your own has already been done. You can talk about your product, which is the one thing you can't do with a prospect who hasn't yet realised they have a problem.

Just because a prospect is working with a competitor doesn't mean they are happy with them. Find out more about the relationship and pay close attention to any problems that your product could solve.

Example Rebuttal

"Why did you choose [vendor]? What's working well? What's not? Let me explain how [product] is different."

7. "I'm stuck in a deal with one of your competitors."

This phrase is written in a way that makes it clear that your prospect feels trapped. This is probably the easiest competitor-related objection to handle. Try to come up with a creative discount to make up for the cost of breaking a contract early, or show a return on investment that will cover the "sunk cost."

Of course, your prospect could have just used a phrase that was too negative. Ask them about their relationship with the competitor to find out if they are happy or if they can't wait to switch vendors.

Example Rebuttal

"How close are you with [competitor]? I might be able to give you a discount to make up for the cost of switching to us."

8. "I can get your product somewhere else for less money."

Find out here what you're up against. Are you in a situation where you're competing with another business and the prospect is trying to get you to give bigger discounts? Or does your prospect think that a similar product that costs less can do everything they need?

If it's the first one, show your biggest discount and talk about what makes your product better. If they ask you to go lower, walk away. In the second case, use the similarity to your advantage. Play up the differences and focus on the value, not the price.

Example Rebuttal

"What makes [product] different from your other option? What gives you the most value and support?"

9. "[Competitor X] is fine with me."

Even if your prospect is happy, the same strategy still works: find out why they think working with your competitor is good for them, and look for places where your product could do better.

Example Rebuttal

"That's wonderful. Which parts of the product or the relationship do you like the most? I'd love to know more and see if we have anything in common."

"[False statement about your product] is what competitor X says,"
Jeff Hoffman, who made Your Sales MBA®, says that salespeople should first say, "That's not true," and then pause.

Hoffman says that 90 percent of the time, this answer will satisfy the buyer, and they'll move on. You'll look calm and confident, while your competitor will look desperate and uncertain.

If your prospect is still not sure, they will ask another question. At that point, you can give more background information in your rebuttal.

Example Rebuttal

"Our products are made in Canada, not in Thailand. If you'd like to see it, I have a map of our factories and distribution routes."

Sales Objections About Who Can Buy and Who Can't

11. "I don't have permission to approve this purchase."

Common sales objections and responses about authorization: No problem, just ask your prospect for the name of the right person to talk to and then transfer your call to them.

Example Rebuttal

"Who should I talk to about this purchase? Can you point me in their direction, please? "

"I can't sell this to my own team."

Well, your prospect might not be able to, but you can. After all, you sell your product every day. Ask your prospect what objections they expect and help them prepare the business case for adopting your product. Check with Marketing to see if there's any collateral you can use on your prospect's behalf.

Example Rebuttal

"What do you think people will say against you? Can I help you get the business case ready for when you talk to the people who make decisions? I might have some materials to help you get started that I can share."

13. "[Economic buyer] isn't sure."

If you've already dealt with objection #12 by giving internal selling advice and coaching and your prospect still can't make it work, it might be time to give up. It's heartbreaking to give up on a prospect who's on your side but can't convince the higher-ups, but it's also a waste of your time to keep arguing with someone who will never see the value of your product.

Example Rebuttal

"That's a shame. Please don't be afraid to get in touch with me if anything changes. I'd love to help you convince your team to join you."

14. "Our jobs are being cut or we're being bought out."

When this happens, it doesn't happen often, but when it does, there's usually nothing you can do. If there's no more company, there's no more deal. Wrap up the relationship professionally so that when your prospect finds a new job, they'll be more likely to continue the conversation from their new company.

Example Rebuttal

"Thank you for taking the time to talk to me about this product. If you ever need [product or service], don't be afraid to get in touch with me."

15. "There are too many things going on at the moment."

If your prospect can't tell you what their competing priorities are, it's probably a brush-off, and you should ask them why they don't want to work with you.

Don't worry if they can give you concrete answers. Set up a time for a follow-up meeting and send helpful resources in the meantime to stay on your prospect's mind.

Example Rebuttal

"I understand. What are some of the different things you want to do? I'd like to set up a follow-up call when your schedule is free."

16. "I'm part of a group that buys things."

Buying groups allow different businesses to work together to buy things from vendors at a much better price than they would be able to get on their own.

But if your company isn't on their list of approved suppliers, your prospect probably won't be interested. You can't give them the same discount for buying in bulk if you're not on their list of approved suppliers.

Respond to this objection by learning more about their membership. Once you know more, you can decide if it makes financial sense for this prospect to work with you and if you can become one of their buying group's vendors.

Example Rebuttal

"Can you only buy from certain people? What price are you getting right now? Which businesses are part of your buying group? "

Objections to Need and Fit in Sales

17. "I've never heard of your business before."

Common sales objections and how to respond when someone says they haven't heard of the company: Take this as a request for more information. Don't give an elevator pitch, but give a quick summary of what your company does and why it's worth buying.

Example Rebuttal

"We are a company that sells advertising space for publishers like you. I would love to talk to you about how you make money and see if we can help."

18. "We're doing great in X area."

If you hear this objection, ask a few more questions to get more information and qualify it a bit more.

Example Rebuttal

"What do you want to do? How far have things gotten? "

19. "That's not a problem for us in business."

This objection is often used as a way to brush you off or because the prospect hasn't realised they have a problem yet. You might find out in the end that they don't need your product, but don't take it at face value.

Example Rebuttal

"Interesting. What are you doing to fix that problem in your business right now?"

20. "The problem with X doesn't matter right now."

Sometimes, all it takes is a simple "Oh?" to get a prospect to start talking. Listen carefully for real reasons why the need isn't important instead of platitudes. Remember that excuses can be a sign that your prospect knows they have a problem and is trying to explain why they aren't doing anything about it. Use this to your advantage and give them a sense of urgency.

Example Rebuttal

"Tell me more about that. What's important to you right now?"

21. "I don't understand how your product could help me."

Another request for info disguised as a complaint. Reiterate the goals or problems you've talked about, and explain how your product can help with those.

Example Rebuttal

"That's interesting. Can you tell me what problems you're having right now? Maybe [product] is a solution we haven't talked about yet."

22. "I don't know what your product is about."

If your prospect can't make sense of your product, that's not a good sign. If your product is very complicated or specific, it may be time to rule out a prospect so they don't leave in two months.

But don't give up right away. Ask your prospect what they don't understand about your product, and then try to explain it to them in a different way. You could also bring in a technician or a product engineer to help you with questions you don't know how to answer.

Example Rebuttal

"What parts of the product are confusing to you? I'd love to put you in touch with a customer success technician or product engineer who can help you better understand how we can help you."

23. "[Company] has said bad things about you,"

The power of word-of-mouth reviews can be both a blessing and a curse. Instead of defending your solution, business, or brand right away—which will only make the criticism seem more valid—thank them for telling you about it. Then make an offer that adds value.

This gives you a chance to show your prospect that you are credible and worthy of their trust. When you do something good for someone, they will naturally think highly of you.

Example Rebuttal

"Thanks for the feedback. I'll pass it along to [relevant department]." "While we're on the phone, would you like to hear a few tips on how to improve your average time to send out invoices?"

24. "We don't have the resources to use the product."

This kind of argument can kill the deal. Depending on what you sell, your prospect might need to add people or move resources to get the most out of what you have to offer. If they can't do that, you might have to turn them down.

Another strategy is to look at your prospect's current job and day-to-day life to see what tasks your product might be able to replace or make easier.

Example Rebuttal

"I hear you, and I want [product] to add value, not take it away. What are your current day-to-day responsibilities at work? I'd love to explain how the product, once implemented, can help with some of those."

25. "Your item is too hard to use.

Common sales objections and answers about how complicated the product is: Find out if your prospect is confused about certain features or if the product really is too hard for them to understand. If the second is true, you might have to be kicked out. But if it's the former, remind your prospect that your customer service team will help them if they decide to buy, and that you'll be there to answer any questions they have about how to use it.

Example Rebuttal

"Which features don't make sense to you? Remember that our customer service team will be available 24/7 to help you set up the system."

26. "You don't get my problems. What I need help with is Y, not X.

It's important that your prospect feels heard. Restate what you think about their situation, then match up with what your prospect thinks and go from there. By rephrasing what your prospect says, you can clear up a lot of misunderstandings and hurt feelings.

Example Rebuttal

"I'm sorry! Let me say again what I think I know about your problems, and please tell me what I'm missing or wrong."

27. "You don't know what I'm doing."

If you sell to a certain industry, chances are you know a little bit about the business of your prospect. Tell them that you have worked with similar companies before and that you have solved problems like theirs.

Don't be afraid to admit that you made a wrong guess about your prospect's company or industry. Your prospects will like how honest you are.

Example Rebuttal

"Sorry, I thought X was true, but it looks like that doesn't apply to your business. Can you tell me more about X?"

28. "Your product is missing feature X, which we need."

Try recommending a complementary product that can be used with yours. But if that specific need is a must-have and your product can't meet it, your prospect might not be a good fit. It's time to say "no" and move on to a better chance.

Example Rebuttal

"Have you looked at [partner or related product]? It works well with ours and can be used with it to solve for Y."

29. "The way things are is fine with us."

Maybe everything is going as well as it can. But it's more likely that your prospect is facing some kind of problem. Who isn't? Do some light qualifying to see if they have any problems you can help with, and then move forward or get rid of them based on what they say.

Example Rebuttal

"That's great! Tell me how you're solving for X right now."

30. "I don't see a way to make money."

This is a sign that you'll need to make a formal pitch to either your contact or their managers, using internal numbers from your prospect or customer case studies. Hard numbers are the best way to sell something.

Example Rebuttal

"I'd love to show you. Can we set up a time for me to explain how our product could help you and your team make a lot of money?"

31. "X is just a fad."

You might hear this objection if your product is the first of its kind in the industry of your prospect. For example, most people now agree that social media is an important part of a good business plan, but seven years ago, many people would have laughed at the idea.

Now is the time to pull out any customer testimonials or case studies you have to show that your product has a good return on investment (ROI). If you are the first person to try a new idea or method, you will have to prove that it works.

Example Rebuttal

"I can see why you might think that! Let's set up a time for me to show you how our product helped other businesses like yours do well with X, and why it's not going anywhere."

32. "Your product doesn't work with the tools and set-up we have now."

Common sales objections and how to respond to them about integrating with existing tools: This objection can be a deal-breaker if the buyer is set on keeping the solutions they already have. But sometimes, your product will replace or make these tools useless. There might also be a way around it.

To find out, ask some questions.

Example Rebuttal

"Which tools are you using now, how important are they to your [strategy], and what do they help you do?"

33. "Your product sounds great, but I'm too busy right now to handle [implementation, roll-out]."

Even if the ROI is big, prospects are often put off by the work it takes to switch products.

To show that you understand them, show that you can be trusted, and make sure they have the bandwidth. Next, get them to change by asking them about the costs or pains of staying where they are.

Find out what they stand to gain in terms of time, money, efficiency, or all three.

Example Rebuttal

"I get it. It usually takes our customers [X days/weeks] to get up and running with [product]."
"How long do you spend on [task] every day?"

Sales objections that are really easy to get rid of

34. "*Click.*"

Don't worry if your prospect hangs up on you. It will happen to everyone at some point. Try getting in touch with someone else at the company and using a different method.

You can also go on the attack. Wait a minute or two, and then call back. How your conversation with your prospect went before the call got cut off is the only thing that will tell you which approach to take.

Example Rebuttal

"Sorry, it looks like we lost contact. Do you have a moment?"

35. "Right now, I'm busy."

Sure, your prospect is busy. These days, almost every professional is. Just say that you don't want to have a full-blown conversation but would like to have a quick chat to see if a longer conversation about your product would be a good fit for their company.

Example Rebuttal

"I don't want to waste too much of your time, but could we talk briefly about your problems with X and how [product] might help?"

36. "I'm not curious."

During a prospecting call, it's way too early for a prospect to say for sure whether they're interested in your product or not. Offer to send some materials and set up a call to follow up.

Example Rebuttal

"I get it. Can we set up a time for a follow-up call? If not, I can send you some resources so you can learn more in the meantime."

37. "Just tell me what you know."

Common sales objections and responses about sending information. This is a great time to move on to some qualification questions.

Example Rebuttal

"I'd be happy to send you some information, but I want to make sure it's something you're interested in. What do you want to learn?"

38. "Call me back next quarter."

This is something prospects often say to get you to stop talking to them. But don't let them off that easily. It's a vague way of telling you to go away in the hope that you'll just fade away. Ask them some questions to find out why they are ignoring you.

Example Rebuttal

"I'll get back to you next quarter. Before we hang up, I'd like to know how you think your next quarter will go. Do you think your bosses will give you the green light?"

39. "How did you find out about me?"

If you're getting your numbers from lists you found on the internet, your prospects have every right to be annoyed. Don't get defensive. Just remind the prospect that they filled out a form on your website, signed up for more information at a trade show, or that you found their website and wanted to see if you could help.

Example Rebuttal

"I was doing research and came across your website. I think [product] would be a great fit for you."

40. I don't like you.

As a disclaimer, most prospects won't actually say this out loud. You don't have to be best friends with someone to sell to them, of course. But if you and your prospect really don't get along, you might want to give them to someone else so that your company doesn't lose the deal for good. What's good? This argument has nothing to do with the quality or value of your product.

Example Rebuttal

"I'm sorry you feel that way. Can I pass you off to my colleague [name] to continue the conversation? Maybe he'll be a better fit."

41. "It's not up to me to make these choices."

With this objection, your prospect is trying to say that they are not the best person to talk about this with. And believe it or not, this happens a lot and, surprisingly, it can be good.

For one thing, the person you need to talk to is probably busy and won't have time to check their email, let alone book a demo with you. But if you start the conversation with someone on the team who doesn't have as much responsibility, you can go straight to the person who makes the decisions. In turn, your sales process will go faster than if you had been focusing on them from the start.

Example Rebuttal

"Hi [Name], thanks for letting me know you're not the right person to talk to about this. Who on your team makes decisions like this? Can you introduce me to them?"

42. "Does your product do X, Y, and Z?"

This isn't so much an objection as it is an obstacle to closing a call with a prospect and getting them to the next appointment (e.g., a demo, or a discovery call with the sales rep). But it's one of the most common things that stops an SDR from turning a lead into a SQL.

Not only does getting into the details waste time, but you also risk turning the conversation into one about features and benefits when you don't need to. The good news is that this usually means the prospect is interested. Use this chance to end the conversation on a positive note and set up a time to talk about it again.

Example Rebuttal

"I'm glad you asked that. I think it would be helpful to set up a time to talk with a specialist about this and other questions. When would you like to talk?"

43. "I'm sorry, I can't make it. I'll let you know when it's better."

People don't like to say "No," and that includes your prospects. This shows up as ghosting, putting things off (as was mentioned above), and asking for more time.

Mike Rogewitz, a sales pro, swears by Sandler's Negative Reverse Selling technique to get past these kinds of tricky non-objection objections. "You want to call out your prospect's lack of interest and get them to admit the answer is "No" without being too negative," says Rogewitz.

"XYZ is a fluffy response."

Salesperson: "Usually, when someone says XYZ, they mean ABC. Is it safe for me to assume that's the case?"

By using this simple script, your prospect will be more likely to give you the answer you need to move on.

Example Rebuttal

"Usually, when someone cancels and says they'll get back to me, it means they're not interested in what I have to offer right now. Am I right to think that's the case? "

44. "Hello, you've reached [Name of Prospect]." "

Do they avoid your phone calls like the plague? Do they take a long time to get back to you and always need approval? When you ask about their budget and priorities for the year, do they give you vague answers?

If you answered "Yes" to any of these questions, you might be talking to an individual contributor. They aren't as comfortable talking on the phone as managers or decision-makers, they need a lot of internal approval, and they don't know important budget information or company-wide priorities.

It's important to gain the trust of the gatekeeper and learn as much as you can from them, but then you need to move on and build relationships with the people in the company who can actually choose your product or service.

Example Rebuttal

"Have you ever bought something or used a service like this before?

"Who will be in charge of this process of buying?

"Who else do you think we should include in this conversation?

"

You'll sell more if you know how to deal with objections.

Objections are a normal part of sales. Some are valid reasons to rule out the prospect, while others are just a way to brush you off. But if you know how to handle common objections, you'll be able to tell the difference between prospects who could be good customers and prospects with whom you need to part ways. This will help you become a better salesperson.

When a No Means an Objection

Prospects rarely give you a chance to explain what you can do for them because they are too busy and don't trust the dozens of SDRs and sales reps who call them every day.

Unfortunately, they have learned through experience that these automatic objections are the best way to get rid of people who accidentally waste their time. This means that as a salesperson, you have to be more assertive and persistent.

But at some point, no means no. The answers to the common objections above give you a way to cut through the objections prospects give without thinking. But if you've said your piece and the prospect still objects, let it go.

No one will buy something against their will. Get as clear as you can on the objection and try to figure out what your prospect is really worried about, but don't push past the prospect's point of comfort. A good rule of thumb is that if the prospect says an objection twice, it's real. No means no.

As I said, dealing with objections is frustrating but almost unavoidable in sales. However, if you know how to get to the root of your prospects' problems, lead with empathy, know where most objections come from, and know how to read these kinds of interactions, you'll be in a good position to deal with them when they come up.