

Fueling Growth: How to Build a Sales Team to Sell More

Handling Objections

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Before begin building sales team

CEO/Founder highly engaged in selling effort!

- Define “qualified opportunity”
- Identify information required to qualify
- Figure out how to present:
 - Company
 - Solutions
 - Value
- Develop approaches for dealing with objections



I do not have time

- What does it really mean when you hear this objection?
- Get this objection less frequently – preparation!
 - Homework
 - Who referred you
- Handling “I do not have time” - scenario
 - Ok to talk for a couple of minutes...
 - Clear they want to get off the phone but are receptive...

Price is too high

- Please do not immediately lower your price!
 - Opportunity to better understand the client's perspective
- Price is high compared to ?
 - Competitors price?
 - Budget?
 - Internal goal/metric?
 - Perceived value?
- What value is your solution providing?
 - Impact on project? Company?
- Identify what you know / do not know

Customer does not want something “new”

- People are naturally resistant to change...despite deficiencies
- Identify why there is reluctance to change
 - Internal perception
 - “Perceived risk”
 - Contact “owns” current solution
 - Timing/timeline... too close to a critical date
- Review strategy to determine – adjust or move on
- Don’t get discouraged!
 - Taking a step back and trying new ideas/approaches may lead you to success!

