

Handling and Overcoming Customer Objections

by
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Short Description of the Presentation:

How many times have you heard the customer say “The investment is too much. I want comparison bids. First I need to talk to my spouse, etc.”. Overcoming these kinds of objections at the kitchen table is the difference in making the sale or not. This presentation will walk the listener through the process of overcoming objections and closing the sale.

The Ear Methodology

- How and why to establish a customer survey

Engaging the “I want to think about it.” Question

The Value of Offering Financing

- Discussing energy savings to offset the cost of financing

How to Overcome the “Total Investment is too much.” Objection

- Providing options of what is included in the proposal
- Proposal comparison with other bids

Overcoming the “We want to get other proposals” Objection

- Suggesting questions to ask when talking to others
- Highlighting your services vs. competition
- Offering to cancel other appointments for the customer

Handling the “I need to talk to my spouse” Question

- Never selling to one person

