



REBUTTALS



Prospect: "I don't have the time."

Salesperson: "Oh ok - sorry for bothering you."

or...

Prospect: "I don't have the time."

Salesperson: "Great to hear you are so busy. Some of my best clients said exactly that when I first contacted them. I would like just to drop in and introduce myself to you and only take ten minutes of your time. I will be in your area this Tuesday morning and Thursday afternoon or we can leave it till next Friday if you're really under the pump. Which of those would suit you best?"

Do you think that the second approach is more likely to gain you access to the person you want to speak to? You bet. I have seen this countless times myself.

Wikipedia defines rebuttals as "a form of evidence that is presented to contradict or nullify other evidence that has been presented by an adverse party." Part of efficient selling is having finely honed skills to nullify objections and we are negligent if we are not fully prepared with rebuttals to these.

Some examples to get you thinking:

Prospect "It's too much."

Salesperson "Compared to what?"

[P] - "I can't afford it."

[S] - "That's exactly why you need to this."

[P] - "Cashflow is tight. I can't pay the total amount."

[S] - "If I was able to set up a monthly payment plan for you, would that be kinder on your cashflow?"

[P] - "Now is not the right time."

[S] - "Why is that?"

[P] - "I am too busy at the moment."

[S] - "The best time to do this is when you are busy due to the fact that...."

One of the best things you can do is write down a list of all the key objections you receive when you are selling. And then, write a rebuttal for each of them. For each of the rebuttals listed above you can see that there needs to be further work completed for the conversation that follows.

Take the time to learn the art of countering objections. After all, the value that you provide is significant. Your customers and prospects would do well to work with you as opposed to others.

A final word here. Many people say to me that they don't like to be manipulative which I wholeheartedly agree with, yet, as a business we have products and services that demonstrate incredibly high value to those that choose to buy from us. Given that we have this significant value, I think it is remiss of us not to do our best to lead someone to purchase from us as we know that their lives will be better off for it.

Ray Hodge speaks and consults to businesses and organisations, a notable event being the Department of the Australian Prime Minister and Cabinet. His emphasis is on improving critical efficiencies to dramatically increase key results. He has coached and provided consulting services to leaders and teams for over 25 years.