



Great Place. Great Choice for Lifelong Learning.

SALES MANAGEMENT N5

LECTURER: TF MOLIFE

INTENSIFYING LEARNING DURING LOCKDOWN!!!!

HANDLING OBJECTION

MODULE 11

LEARNING OUTCOMES

At the end of this module you should know the following:

- Distinguish between two types of objections the prospect may have.
- List examples of each type of objection.
- Discuss different techniques to overcome objections.

HANDLING OBJECTIONS DURING THE SALES PRESENTATION

DEF: Objections are any dislike, disapproval and rejection that prospects display or voice-out during presentation session.

Objections can mean the following to the salesperson

- Indicates the prospect's reaction.
- Excuses to get rid of the salesperson.
- Sign of interest.
- Lack of knowledge.
- company/product insight.
- Excuses not to buy.

TYPES OF OBJECTIONS

PHYSICAL OBJECTION

Money and price objection

➤ When the prospect feel that he does not have money to pay, whereas price means he is not willing to pay at a given price.

Inconveniences

Prospects look of conveniences & comfort, the salesperson must make it easier for purchase. (EFT/ CREDIT)

No need

If the prospect already have the product, the salesperson contacts of friends or family.

PSYCHOLOGICAL OBJECTION

Prejudice

➤ When the prospect have pre-conceived ideas/ superstitions

Ignorance

➤ When a prospect is misinformed, the salesperson must thoroughly explain the benefits.

Fear

➤ Prospect become fearful where lot of money is involve.

OBJECTIVES OF SALES PRESENTATION

PHYSICAL OBJECTION	PSYCHOLOGICAL OBJECTION
Wrong timing	Indecisiveness
If the prospect is presently unavailable, arrange for convenient time.	When the prospect cannot make-up his mind, the sales person should assist without being persuasive
	Self – satisfaction
	If the prospect is satisfied with what he has, It may be caused by resistance to change. E.g Smartphone. The salesperson must show and allow the prospect to experiment the product in order to get understand what he is missing.

TECHNIQUES TO OVERCOME OBJECTIONS

TECHNIQUE	DESCRIPTION
Ask more specific questions	Ask what & why question to gain information.
Convert objections into advantages	The salesperson may use advantages of the product to overcome for instance cheaper price from competing products.
Provide proof	The salesperson must backup facts with proofs.
Agree & Qualify	The salesperson use (the Yes, But technique) to overcome objections.
Provide more information	Objections often emanates from lack of information, the salesperson therefore must provide more information.

TECHNIQUES TO PROVE CLAIMS

TECHNIQUE	DESCRIPTION
Overcome with agreement	When the salesperson does have answer, just agree to the objection. Agreeing only means you understand prospect point of view, not that he is right.
Compare products/ services	The salesperson must compare products most emphasizing on the his product's advantages.
Show the prospect what delay could cost	The salesperson my point out that the 40% off promotion ends today.
Relate to prospect's buying motives	The salesperson should show how the prospect's motives will be met.
Limit objections	The salesperson should provide with adequate information to keep objections minimal.

Thank you!!!

NB: ANOUNCEMENT

Kindly complete **ACTIVITY 4** (Page 95) on your own.

Remember: Take courage, everything will workout for your own good!