



Overcome Objections

Types of Objection

Need

- The customer doesn't see a need for your product / service at this time.
- They cannot see how your product / service meets the needs they have.

Value

- Your product / service is beyond the customer's budget.
- Your product / service incurs too many add-ons.
- The customer believes that they can get the same product/service elsewhere for a lower price.

Features

- The product / service does not fulfill ALL of the customer's needs.
- The customer is unhappy with specific aspects of your product / service.
- The customer is not confident about using all the aspects of your product / service.

Desire

- The customer doesn't like your product / service, or some aspect of it.
- The customer is uncomfortable with the salesperson or the business itself.



Techniques for Overcoming Objections

1. KLIPS

K – Keep calm	Objections are not a threat, they are often simply a request for further information or reassurance.
L – Listen	To get to the core of the specific objection it is vital that you listen to the customer, without interrupting.
I – Indicate understanding	This demonstrates empathy to the buyer. Note this says 'indicate understanding' not agreement. You might do this by saying "I can understand how that might be an issue for you".
P- Pause	This indicates to the buyer that you are thinking about their issues and looking to find a solution that is fully appropriate for his/her needs.
S – Sell the benefits of your proposal	You may need to slightly re-shape your package/offer to take into account the buyer's thoughts and feelings but you should now be able to successfully re-present the benefits of your proposal to the customer.

KLIPS is recreated here courtesy of <http://www.garygorman.co.uk>

2. The Empathy Loop

