

How to Turn **Objections** into **Sales**

Game changing **print sales** strategies



Webinar Workbook

Peter E. Ebner



How to Turn Objections into Sales

Field-tested strategies overcome the prospect's resistance

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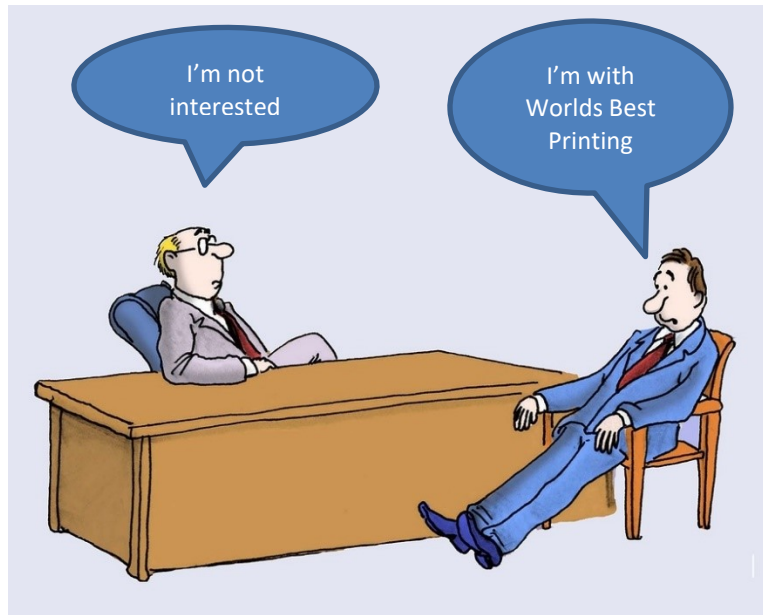
About Peter

As author of the industry best seller **Breaking the Print Sales Barrier**, Peter presents over 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly and thousands read his sales management newsletter. But what makes his webinars so effective is his extensive hands-on experience. His webinars not only reflect his personal experience, selling printing for over 10 years but also the experience of the thousands of successful account executives he has trained.



How to Turn Objections into Sales

Field-tested strategies overcome the prospect's resistance



How many sales are you losing each and every month when your prospects say,

Just send me a brochure

Not now. Call in a few months

I can get the same job elsewhere for less

I need three quotes before I decide

I need to talk to my partner first

Let me think it over and I'll get back to you

We don't have the budget

Objections should not be costing you sales.

For every objection you hear there are field-test strategies that overcome the prospect's resistance.



An objection is not a rejection

Don't view an objection as a rejection, instead look forward to hearing an objection because

Objections tell you that the prospect is _____.



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Objections stem from _____

You can eliminate an objection by changing your _____

Exercise

For the next 5 days, keep track of every objection that you hear.



Dealing with shop weaknesses

Every printer has a weakness. Don't try to hide your shop's weaknesses. Instead you must _____

Your silence can cost you the sale

By changing your prospect's _____ you can change a weakness into a strength.

Exercise

Make a list of your shop's most obvious weaknesses and _____



Trial Close every recommendation

Your job is to give your prospects what they want, **not what you think they should have.**

Key Insight Don't expect your prospects to voluntarily tell you that they don't like your suggestions.

Every time you make a recommendation or suggestion you must _____



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7 Handling Objections Rules



Rule #1 Objections are part of the selling process

Irrespective of how great your presentation and regardless of how much the prospect wants the job, 8 out of 10 times the prospect will raise an objection.



Rule #2 Pre-plan and practice

Account executives that use carefully preplanned responses, close on average 4 times as many sales as those that use spontaneous rebuttals.



Rule #3 Be prepared to respond to _____ objections

The Objections Tipping Point is _____.

To be increase your print sales you must memorize the responses to _____ objections.



Rule #4 Always _____ with the prospect before handling an objection

When your prospect objects, the prospect is on the defensive. You can bring down the prospect's guard by _____.

“I need 3 quotes before I decide”



Rule #5 After handling an objection you must never _____

After responding to the objection you must immediately _____ or _____.



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Rule #6 Whenever possible, test the objection to see if it is true

There are 2 types of objections; True and False objections. A True objection is a real concern. A False objection is statement whose sole purpose is to stall the sales process.

3 ways to tell if your prospect's objection is True or False.

1. _____
2. _____
3. Use the SIFTER CLOSE.

The Sifter Close tells you if the objection is true and can turn an objection into a sale. To use the Sifter Close you need to memorize the following 3 phrases.

- _____
- _____
- *if I could*

How would you use the Sifter Close to tell if the following objections are True or False?

“I need to talk to my partner first”

“We don't have the budget”

“I can get the same job printed elsewhere for 20% less”



Rule #7 Keep the response to the objection short

Long, drawn out responses legitimize and magnify the objection. Your prospect starts to think “If it takes that long to explain, it must be important.” Short answers tell the prospect that this is only a minor point that doesn't warrant much attention. So keep your response brief.



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Buying time to think

Irrespective of how proficient you are at handling objections there will come a time when you hear an objection and you cannot think of the response.

3 ways to avoid answering an objection

The Sidestep Technique

The Repeat Technique

The Quite Technique



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Handling Prospecting Objections



I'm happy with my printer

Although most prospects will claim that they are happy with their printer, here are the facts.

- 15-20% are ecstatic with their supplier.
- 60% are in a comfort zone.
- 15-20% are dissatisfied and looking for a new printer.

75-80% will consider ordering from you

Prevention is the best medicine

The vast majority of objections are created by poor presentation skills, so by changing your presentation many common objections can be avoided.

1. Never let the receptionist know what you are selling

As soon as the receptionist discovers that you are selling printing she'll prejudge the value of your services and screen the call.

2. Never let the prospect know

3. Stop selling printing



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5 responses that turn "I'm happy with my printer" into an appointment

Ms. Prospect, I understand and I would never ask you to change suppliers. _____

Mr. Prospect I understand, because, every time I talk to a new customer they tell me 'I'm happy with my present supplier'. We have over 500 loyal customers who are not happy, but rather ecstatic with our services and ideas that have enhanced their marketing collateral. Which would you rather be happy or ecstatic?

Mr. Prospect I understand, because, every time I talk to a new customer they tell me 'I'm happy with my present supplier'. _____

Mr. Prospect, I'm not asking you to change suppliers, instead _____

Mrs. Prospect, many of my best clients said exactly the same thing before _____



I'm not interested

Prevention is the best medicine

1. Stop selling _____

What are you prospect really interested in?



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2. _____

What must you do if your company name includes give-away words like printing, graphics, signage or mailing.

3. Ask for 5 minutes of their time

4. Always mention the _____ first

Why must you not tell the prospect about your great service, high quality and competitive prices?

4 responses that turn "I'm not interested" into an appointment

Mr. Prospect I wouldn't expect you to be interested until _____

Mr. Prospect, if what you're saying is that you're not interested at this moment, I understand _____

Mr. Prospect, I understand because many of my clients felt the same way _____

Ms. Prospect, I understand, but let me assure you that I'm not trying to sell anything at this time. _____



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Just mail me a brochure

When the prospect receives your brochure, the prospect now believes that he has all the information he needs to make an informed buying decision, so there's no need to meet with you.

Prevention is the best medicine

1. _____

2. _____

3 responses that turn "Mail me a brochure" into an appointment

Mr. Prospect, that's exactly what I would like to do. _____

Mr. Prospect, that's exactly what I would like to do. In fact, the literature I'd like to send you, if stacked is about 6 feet high, weighs about 175 pounds and it is totally interactive. I can be at your office tomorrow morning at 9:00 or do you prefer 10:00?

Mr. Prospect, reading a detailed brochure will not only take more of your time it will _____



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We have in-house printing

Prevention is the best medicine

1. _____

2. _____

3. _____

3 responses that turn “We have in-house printing” into an appointment

Mr. Prospect, I understand and I would never ask you to take any work away from your in-house facility. _____

Mr. Prospect I understand, but I'm not calling to sell printing. _____

Mr. Prospect, I would never ask you to take any business away from your in-house facility but just image _____



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We're under contract

This is one of the best opportunities because;

- contract sales are usually large so landing this account could have a huge impact on your income
- this prospect is already sold on the benefits of signing a contract so you won't need to sell him again.

Prevention is the best medicine

1. _____

2. _____

3. _____

Even though the company is under contract with another printer,

- the marketing manager is still looking for new ideas that would increase response to his mailers.
- the sales manager is still looking for ways to make his point of sale material more effective.
- the president is still looking for ways to reduce costs and improve the bottom line
- the production manager is looking for ways to increase efficiency.

4 responses that turn "We are under contract" into an appointment

Mr. Prospect, I understand and I would never _____

Mr. Prospect I understand, but I'm not calling to sell printing. _____



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Ms. Prospect, I'm glad to hear that because _____

Mr. Prospect, I understand and I would never ask you to break a contract _____



I have a friend in the business

Prevention is the best medicine

1. _____

2. _____

3. _____

3 responses that turn "I have a friend in the business" into an appointment

Mr. Prospect, I would never ask you to take any business away from your friend. _____



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Mr. Prospect I understand, but I'm not calling to sell printing. _____

Mr. Prospect, I respect your loyalty to your friend and I _____



Not now, I'm too busy

Prevention is the best medicine

1. _____

2. _____

3. _____

3 responses that turn "I'm too busy" into an appointment

Mr. Prospect, I understand, but just suppose _____



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Mr. Prospect I understand, and I certainly wouldn't waste your time nor mine if I didn't _____

What should you do if the prospect refuses to see you?



Handling Price Objections



I want a discount

Prevention is the best medicine

4 rules for handling a discount request

1. _____



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2. Never give a discount until the better end

3. Never offer a discount until _____

4. Always get a commitment before offering a discount

6 responses that turn “I want a discount” into a sale

Mr. Prospect, it is our company policy to ensure that all our customers get _____

Mr. Prospect, our reputation had grown not because we are _____

Ms. Prospect, I've spent many years selling printing and during that time I've seen _____

Mr. Prospect, I'm so glad you asked. As you probably know, printing is labor intensive. _____



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Mr. Prospect, I can't offer you a discount but I might be able to _____

Ms. Prospect, unfortunately there is only a small profit margin _____



I can get the same job elsewhere for 10% less

Prevention is the best medicine

1. Change the specs

2. Be the _____ to submit a quote

6 responses that turn "I can get the same job for less" into a sale

How can you test this objection to see if it is True or False?

The Price Difference Close



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Ms. Prospect, I can probably find a way to print this job for a few dollars less and some printers might do it, _____

Of course some printers will offer to print this job for less. That's because our competitors know what their service is worth.

Mr. Prospect does your company offer the cheapest price in the market? _____

Mr. Prospect, I understand that price is important but in the overall scheme of things _____



This is too expensive

Prevention is the best medicine

1. _____

2. _____

3. Change the specs



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4. _____

6 responses that turn “This is too expensive” into a sale

How can you test this objection to see if it is True or False?

The Price Difference Close

Ms. Prospect, just suppose that these new ideas _____

Ms. Prospect, as you know quality is not cheap and cheap is not quality _____

Mr. Prospect, I understand your concern but wouldn't you agree that the real value _____

Mr. Prospect, although cutting corners might save you a few cents I believe that the risk is too high.



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This costs more than I thought

This is not an objection; it's a statement so don't try to overcome it.

Prevention is the best medicine

1. _____

2. _____



We don't have the budget

Before handling a budget objection there are 2 questions you need to ask.

1. _____

2. _____

Prevention is the best medicine

This objection is totally avoidable by following this simple rule. Always ask probing questions that reveal the prospect's budget before submitting a quote.



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How can you get the prospect to reveal his or her budget?

How can you test this objection to see if it is True or False?

How does Extend Delivery Date work?

How does Extend Terms work?

How does Funds On Hand work?

How does Sell to Other Department work?

How Borrow from Other Department work?



We always select the lowest price

Prevention is the best medicine

1. _____



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2. _____

Responses that turn “We always select the lowest price” into a sale

How can you test this objection to see if it is True or False?

Mr. Prospect, I have several other clients who have the same policy with whom I've worked out a unique solution that guarantees them the lowest price. _____

Ms. Prospect, most printers have about the same production costs _____

Ms. Prospect, I understand your concern, but in the overall scheme of things, _____

Mr. Prospect, of course you'd like to have the lowest price and I would be happy to lower the cost,



Just quote my exact specs

Prevention is the best medicine
Stay away from purchasing



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Two questions you need to ask

1. *Mr. Prospect, correct me if I'm wrong but I believe **you are looking for the lowest price on exactly this job.** Am I correct?*
2. *Mr. Prospect if I can find a way to print this job for less than anyone else, **would you give me the go-ahead?***

Key Point If you quote the job the prospect will shop it around so **do not submit a quote.**

2 responses that turn “Just quote my exact specs” into a sale without submitting a quote

Mr. Prospect, I have several other clients who have the same policy with whom I've worked out a unique solution that guarantees them the lowest price. _____

Ms. Prospect, if I were to offer you the lowest price right now, you wouldn't believe that my price was the lowest until you shopped around, _____



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Handling the Stall



I need 3 quotes before I make a final decision

Prevention is the best medicine

1. _____

2. Always create _____

3 _____

5 responses that turn “I need 3 quotes” into a sale

How can you test this objection to ensure that it is true?

The Conditional Response



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Mr. Prospect, I understand how you feel, it certainly doesn't hurt to compare quotes _____

Mr. Prospect, correct me if I'm wrong, but what you're really looking for in another quote is _____

Mr. Prospect, I want your business, but I also want your trust so _____



I want to shop around

Prevention is the best medicine

1. _____

2. Always create _____

3. _____



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4. _____

5 responses that turn “I want to shop around ” into a sale

How can you test this objection to ensure that it is true?

Ms. Prospect I understand, because many of my clients have the same policy. _____

Mr. Prospect, correct me if I'm wrong, but what you're really looking for _____

Mr. Prospect, I want your business, but I also want _____

Mr. Prospect, I understand how you feel and many of my clients felt the same way, _____



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I'm not sure about that so I'll get back to you

Prevention is the best medicine

1. Trial Close every new idea

2. Always create _____

3. _____

The Stall Close

The Stall Close is a powerful technique that will land the job when your prospect is having difficulty making a decision, because the Stall Close circumvents indecision.

The phrase you need to know to use the Stall Close is _____



I need to talk to my partner first

Prevention is the best medicine

1. _____

2. _____



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2 responses that turn “I want to talk to my partner first” into a sale

How can you test this objection to see if it is True?

Mr. Prospect I understand, because many of my clients also discuss matters with their partner _____

Ms. Prospect, I understand. But to ensure prompt delivery _____

Mr. Prospect, if I could find a way to _____



Let me think it over and I'll get back to you

The vast majority of prospects that say “I’ll get back to you” never do, so your best and only chance of landing the account is right now.

Prevention is the best medicine

1. Create a sense of urgency

2. _____



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3. _____

5 responses that turn “Let me think it over and I’ll get back to you” into a sale

How can you test this objection to ensure that it is true?

Mr. Prospect I understand, there’s a lot to think about. But to _____

Mr. Prospect, I’m glad to hear that you want to think about this _____

Ms. Prospect, I sense that you are not really ready to make a decision _____

Mr. Prospect, what you really want to think about is the price, isn't it?

