

## Overcoming Objections



**Empathize:** I understand how you feel

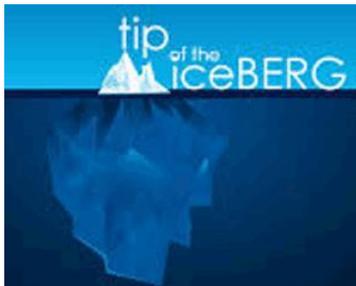
**Restate:** I appreciate you wanting to get the most for your money

**Customer Goals:** I know you are really looking to achieve 1-2-3

**What if?:** If you could achieve that, you'd want to go forward, right?

**Explain:** Here's how our program will help you achieve 1-2-3

## Back of the Room Sell



The material today is just the **Tip of the Iceberg**

You implement these practices so you can **(Describe Transformation)**

How can you take a deeper dive and **Achieve Amazing Results?**

Need more than a one-hour session – **Need a Continuing Program**

Only for people who are ready to take action, a **Special Offer**

## Cross-Sell & Up-Sell



Thank you for your **Investment in 1-2-3**

Couldn't help noticing you also have **(Issues with X-Y-Z)**

Would you be **Open Minded** to hearing some ideas to help?...

What would a program **Need to Accomplish** to be a good investment?

**IF** a program would fix this for you, **WOULD** you be prepared to ...?



# Complisults and Customer-eze

Somebody says “Nice Haircut. Did you cut it yourself?” This comment is not a compliment, it’s an insult in the form of a compliment, or a “Complisult”. Most of us can recognize this type of comment and figure out the true intent.

Our prospects and customers often speak in coded language, too. Unfortunately, many speakers are not salespeople by trade, and don’t speak fluent customer-eze. For a handy customer-speak translation guide, read on...

## Understanding “Customer-eze”

One time I did an account review with a salesperson, who was breathless with enthusiasm. “They really liked our proposal” she said. It was an eight location regional bank, and it would have been a very nice sale. Unfortunately, I had worked with this salesperson long enough to know she was hopelessly optimistic, and never asked any tough questions of the customer.

I mentally crossed the prospect off my manager’s funnel and waited for the bad news to arrive. It did two weeks later. She was devastated, but a stronger salesperson would have seen the warning signs. “This is a very nice proposal” is a version of the complisult, and it means the opposite of what it sounds. The customer was really saying “You are such a nice person, I don’t want to hurt your feelings.”

Here are five more five common customer comments, and I’ll provide a “truth-o-meter” to explain what they really mean.

What They Say	What They Mean
Send me some information	Get off the phone
I don’t have time	It’s not important
It’s not in the budget	I don’t have any clout in the organization
You put a lot of work into this	<b>Why</b> did you put a lot of work into this?
Your price is too high	I’m interested in buying

## **“Send me Some Information”**

After weeks of calling, you finally get your prospect on the phone. They say “send me some information”, which sounds genuine enough. You hang up, send them a carefully worded e-mail full of links, marketing materials and white papers. You call and call to follow up, and never get through again.

## **“I Don’t Have Time”**

Many customers are too busy mopping the floor to fix the leaky roof. They don’t have time because they are understaffed, overworked, and are lousy time managers. These are the people who need your solution the most. They have time for what’s important, but not for you. What does that tell you about their opinion of your offer?

## **“It’s not in the Budget”**

Budgets are allocations of resources to address business priorities and objectives. If there is no budget available, your prospects are either are poor planners, don’t see a value in your solution, or don’t have the juice to get things done in the organization. If your solution offers a higher ROI than the budgeted items, give the customer some free business coaching on how to achieve strategic objectives.

## **“You Worked Hard on This”**

When prospects start complimenting you on your hard work, consider calling in the “Special Forces” because you are about to lose the sale. Buyers instinctively don’t compliment salespeople because they feel they will lose negotiating leverage. People interested in buying will give you objections and go into specific detail of you offer. See next quote.

## **“Your Price is too High”**

Finally, our sales effort has struck gold, even though it doesn’t sound that way. Nobody cares about the price unless they are interested in your solution. When you hear “your price is too high”, your fish is on the hook. Work them carefully and reel them into the boat

Top salespeople are fluent in Customer-eze, and understand how to translate these phrases into actionable sales tactics. When someone says “I really like your proposal”, hold onto your wallet. You are about to experience a “Commission-dectomy”.

Buyers who ask tough questions are the ones most interested in moving forward. “Nice” is usually bad, and “Bad” is usually good.

As a boss of mine asked me one time: “When’s the last time you told a salesman the truth?”

For more of Mike Schmidtmann’s blogs, go to <http://www.mikeschmidtmann.com/mikes-blogs/>