

# Overcoming SALES OBJECTIONS



In **Direct Selling**, losing a sale can be a difficult experience. However, a sales objection shows there is a barrier between the current situation and what needs to be satisfied before buying from you. Here are some tips on how to overcome sales objections.

## 1 Listen Fully to the Objection

Your first reaction when you hear an objection may be to jump right in and respond immediately.

Resist this temptation. Listen with the intent of fully understanding the buyer's concerns without bias or anticipation, and allow your body language and verbal confirmations to communicate to the buyer that you are listening intently. Consider phoning the customer after a few days to try to establish why she preferred not to buy from you.

This is not easy, but it is the kind of action that will strengthen you.

## 2 Understand the Objection Completely

Many objections hide underlying issues that the buyer can't or isn't ready to articulate. What could those have been?

Sometimes people simply don't feel well, sometimes they feel the pinch of the economy, and so on. It's your job to get to the heart of the objection, and then fully understand it and its true source. To do this, ask permission from the buyer to understand and explore the issue. Once explored, restate the concern as you understand it. Sometimes when you restate the objection, the buyer sees the issue more fully, and you get closer to the true source of the objection as a result.

## 3 Confirm You've Satisfied the Objection

Once you've responded to the buyer's objections, check if you've satisfied all of their concerns.

Did you present the benefits of our products (lovelier, finer, smoother and younger skin) to the customer, or did you get stuck in the characteristics, namely appearance, packaging, presentation, etc.? Just because they nodded during your response doesn't mean they agreed with everything you said. Ask if the buyer is happy with your solution and explain your solution further if necessary. Some objections require a process to overcome, not just a quick answer.

Let it become a (good) habit to continually practise your sales techniques. Try to sell the products to yourself. You may stumble upon exciting and surprisingly innovative ideas. But above all - remember: Never ever waste a lost sale - recover your loss by learning from it all you possibly can. Analyse it as suggested above, to try to ascertain what went wrong, so you may learn from your mistakes. And then, pick yourself up, dust yourself off, and start all over again.