



Overcoming Objections - I Want to Think About It

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In recent weeks I have written several articles diagramming the **sales process**. None have been as popular as the one I wrote concerning Objections. This seems to be a major stumbling block among sales people and the hardest for some to understand.

First off, *"I want to think about it"* is not a true objection. This is merely a symptom of the salesperson trying to short cut the sales process.

When a potential client tells you they want to think about it, what they are really saying is one of two things.

1. I don't think I need your product or service. You have not convinced me now is the time to move on your proposal.
2. I don't believe you.

Let's look at the first. I don't think I need your product or service.

While some may think this is the time to reiterate how wonderful the product or service is The correct approach I believe is to ask a series of questions designed to uncover the true emotional need for your product or service. For example. If you are trying to sell a life insurance program. Why would the client want to protect his or her family? We may think we know the answer, but we need to hear them tell us. That is the emotional issue at hand. Not how many dividends they can earn over time. What is the emotional reason that would lead them to purchase today. You can uncover this by asking questions. If you are hearing *"I want to think about it."* You may not be asking enough questions to uncover their emotional hot button.

I don't believe you, is the second reason that some people will utter *"I want to think about it"*. In discovering why this occurs, You need only look again at the **sales process**. Make sure before going into your presentation that both You and the potential client are comfortable with each other. An adequate amount of time needs to be spent on getting acquainted so they feel comfortable with who you are first, then they can trust what you say.

Utilizing a proper sales strategy will make sure that the time you spend on the sales interview will be time well spent.

Keith Benton is the founder and owner of Benton Marketing Strategies, a company that specializes in online insurance sales training. He has been involved in insurance sales and training for the past 25 years, and has had the privilege of training hundreds of insurance sales professionals with a simplistic 5 step approach to the sales of insurance products. Visit www.agentsalestrainer.com to learn how to get started with Sales Training from Benton Marketing Strategies!