



# 4 Sales Techniques for Handling Objections

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In sales, the most challenging responses you can receive are Sales objections. This can be seen as a road block or a sign that there is more work that needs to be done. Without the proper tools, most sales people are left with no other option than to pack up their sales kit in defeat. Do I get defensive? Should I ask, “*What haven’t I explained?*” These are all questions a new sales person faces. How do you handle objections?

First, let’s look at what an objection is. Objections are nothing more than a way for the client to say, “*Slow down*”, or “*I need more information*”. That’s it, nothing more. Below are some tips on how to deal with the most common ones.

**The Preemptive Strike:** If sales professionals are getting the same objections over and over, it makes sense to place the answer or that piece of information into your overall presentation. If you answer the objection before it comes up, you win.

**The Bypass:** Some objections are nothing more than a knee-jerk reaction. How do you determine whether what you are hearing is real or not? Try to ignore it and move on. If the objection is not brought up again, which is usually the case, you win.

**The Put Off:** When asked a question that has nothing to do with your focal point, put it off by stating, “*I believe I will answer that in just a moment, but let me continue.*” The majority of the time it will never come up again, you win.

**Proper Foundation:** One of the most common mistakes new sales people make is not laying a proper foundation as it relates to the sales process. When the “*I want to think about it*” statement comes up, a majority of sales people don’t know how to respond. This is not the time to argue or take a defensive posture. This generally indicates that the sales person has not connected the client emotionally to the product or service they are trying to sell. Most potential clients do not want to offend the sales person by saying “*No*”. Because that seems so final, the dreaded response comes out. This is not a true objection. This is a symptom of the sales person not asking enough questions. How do you handle this one? The answer is simply to spend time finding out what the emotional hot button is by asking plenty of probing questions. Once this is done, this phrase will be eliminated the majority of the time. You win!

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