



Handling Objections

1. How to Turn Shortcomings Into Strengths

In this Quick Take you will learn why trying to “rebut” an objection diminishes perceived value; why “Yes, because” often works better than “Yes, but”; and how to frame shortcomings in a way that actually adds value to what you sell.

2. How to Handle “Deal-Breaker” Objections

In this Quick Take you will learn what to do when you’re facing a potential deal-breaker objection; why traditional approaches to handling objections can backfire in these situations; and what happens in buyers’ minds when you ask them to defer judgment.

3. How to Unseat an Entrenched Competitor

In this Quick Take you’ll learn why “I’m happy with my current vendor” doesn’t mean you’ll never make the sale. Yes, entrenched competitors have an edge because switching seems disruptive. Smart sellers know a secret: You can win these deals if you provide a small advantage with minimal disruption.

4. The Commodity Copout

In this Quick Take you’ll learn why salespeople buy into the commodity copout; how the commodity copout sabotages sales; and the best way to differentiate your products and services and get the price you deserve.

5. Turning Objections into Objectives

In this Quick Take you will learn a simple technique that can help you deal with the toughest objections without being offensive, pushy or argumentative.

6. Overcoming Purchase Anxiety: How to Close Buyers Who Just Can’t Make a Decision

In this Quick Take you’ll learn which questions are likely to INCREASE your buyer’s anxiety; the number-one pitfall to avoid when facing a buyer with purchase anxiety; and the four rules that will help you defuse purchase anxiety.
