

Rejection

By Bob Osgoodby

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If you have a great offer, and someone doesn't buy, don't take it personally. It may simply mean that they are not ready to buy at this time, or they need more information to make a decision.

Many prospects will say no a number of times before they actually buy. Remember, an objection is not necessarily a rejection of you or what you are selling. Many prospects are hesitant to commit to purchasing a product or service, until they have convinced themselves that they need it, and that they are getting it at a fair price.

Follow up is important, but you don't want to be over zealous in your sales efforts, as you may simply stiffen their resistance. Instead, why not keep the lines of communication open without trying to sell. Many of your top salespeople will stop by your office with coffee and doughnuts, and just spend a few minutes chatting. They are building rapport, and that will make their selling task easier later on.

It is a little more difficult to do this in the impersonal framework of the Internet, but it can be done. Give them a free product or service you have in your bag of tricks. E-books are a great "freebie" you can provide.

There are a number of these "freebies" available for your use at: <http://adv-marketing.com/business/freebie.htm> . A simple note from you saying that you thought the e-book might be of interest, and if they wish to receive it, tell them where they can get it. I don't recommend sending it by email as many people won't open an attachment.

Be sure you only give them the URL where they can actually download it. For example, if you are giving them the book by Harvey Segal titled "The Super Tips book of Internet Marketing", only give the URL for that book, which is: <http://adv-marketing.com/business/super.htm> .

The reason you don't want to give them the first URL is that you may send them additional books in the future, and you don't want them to know where the rest are.

After some time passes, send them an e-mail and ask if they found the publication useful. They may not have downloaded the book the first time you let them know about it, so be sure to include the URL again. If you do this over a period of time, you will slowly develop a rapport with them.

Objections they might make, are a good sign. If your prospect weren't interested, they wouldn't be asking questions. When your prospect voices an objection, make sure you understand what they

are saying. Don't give the prospect more information than they need to answer their question. Many times, if you do, you will be giving them information they may not need, and could possibly cause more objections to arise.

On the web, you don't have body language and voice inflections, which many times give more information than what is actually said. When responding to an email, it is vital therefore that you address each point they make. Repeat their objection, and clarify it to make sure you are addressing their exact concern.

If they don't get back to you right away, let a little time pass, and get back to them again. In your new note, sure to include not only your response to them, but also their original note to you. This is not only a courtesy, but will immediately refresh their memory.

You may have to repeat this process a number of times, but you are not wasting your time if you have done some pre-qualification work with them. If they are a good prospect, it is worth your time, and you may turn their initial rejection into a sale.

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