

How To Improve Your Sales Skills

By Chuck And Sue DeFiore

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One of the biggest problems for many business owners is the ability to overcome objections. In fact, for many, this skill could be the difference between succeeding and going back to being an employee. Since none of us want to do that, we need to hone our sales writing skills and our in person skills. This article will discuss the in person skills.

Objections stop sales. Period. The customer says, "No". Listen to the objection. For example, the customer says, "It's too expensive". Don't walk away or hang up, listen. Do they really think it is or is this just a knee jerk response. Is he/she trying to buy time, make up their mind. Tell them about the product, benefits to them, how it can help their business. Listen to your customer. Let them finish before immediately jumping in and responding.

Don't over-react by interrupting while they are speaking. First of all, you cut them off, which upsets them, and secondly you appear as if you are dying for the sale.

Let the customer finish speaking. Be empathetic. Show you understand the concern and then deal with the objection. If it's price, agree, that while it might seem high it's not when you consider how the product or services saves time, helps them cut costs, helps expand their business and so on.

Look for solutions. Ask for less. Many times a customer will say they are happy with the person they are doing business with. In fact, it might be a family member or a relative. Hard to argue against. See if you can get part of it. Say, that's fine. Tell them you just want them to give you a chance to show them what you can do for them. Point out it is always better to have more than one company supplying a product or service. A good example for this area is when the seller is already with a Realtor, or is adamant about selling it his/her self. Point out that your consulting with them, or working with them, just gives them another avenue to help them move their property. Remember, it's never a good idea to knock the competition.

Concede the point. Sometimes you won't be able to contest the objection. In that case, go around it. For example, Yes, they are a good publisher, they do good work at a good price. I'm good too, I can get you what you need faster for the same price. Let me prove it to you.

Give in. Sometimes an objection can't be overcome. But unless it's a one-time sale, you're looking to build a long-term relationship. Understand that the client isn't currently in a position to make a purchase or that your service doesn't match their present needs. Let the customer know you'd like to help them in the future and stay in touch. Again, for those in Lease Purchasing, remember sometimes you can't be a part of a deal, this is where following up with a brochure or seeing if a

consultation is possible, may work.

After addressing an objection, always finish by asking "Does that answer your concern? This does two things: One, it lets you know whether you've satisfactorily answered the objection. If you haven't and don't ask, the person may have decided to forget the sale. Two, it moves the process along. You've finished with the objection, and you're ready to move on from there.

Sometimes it helps to personalize the benefits for a particular customer, so know your stuff. This shows your client you know their needs, and again stress the benefits to them. Remember, you need to think like your customer.

Some additional tips when dealing with objections.

Always ask the customer to explain the objection in more detail. In the explanation you may find an answer to that objection.

Stress what the client likes. If an objection comes during the closing - for example delivery - go over the quality, price or other things the customer likes. This give them a positive feeling about the product/service and the objection is less important.

Compromises. Price is negotiable. If objections are other than price, make them negotiable too. For example, if the objection is service, offer other ways they can reach you, a private number, as opposed to your office number.

However, remember sometimes a client is going to be unreasonable. They want you to cut your prices too much, want more than you can give, or you don't have a good feel about the person or for the deal. In that case, walk away. Be professional, thank the individual for their time, but walk.

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