

Neutralize the Unspoken Objections to Increase Your Sales

By Bob Leduc

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NEUTRALIZE THE UNSPOKEN OBJECTIONS TO INCREASE YOUR SALES
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You can increase your sales by neutralizing the unspoken objections your prospects may have to buying from you ...BEFORE you ask them to buy. Neutralizing unspoken objections will increase the sales you get from your web pages, sales letters and personal presentations.

Neutralizing objections is easier than it sounds. Most of your prospect's objections to buying fall into 1 of only 3 categories. Let's look at these 3 categories of objections ...and some proven tactics you can use to neutralize them.

1. THE MONEY OBJECTION

Most of your prospects have (or can get) the money to buy what you're selling. But they have a money objection. Some think your price is too high. Others believe they can get a better value from a competitor.

You don't have to reduce your price to neutralize these Money Objections. Here are 2 proven tactics that work for any business.

Enhance the perceived value of your product or service. For example, some businesses include with each sale a manual, CD or downloadable e-Book crammed with information related to using their product or service.

Another effective tactic is to promote yourself or your company as a "Specialist" catering to the special needs of a narrowly defined targeted market. Prospects feel comfortable when buying from somebody who thoroughly understands them and their unique needs. They want to do business with you -- even if you don't offer the lowest

price.

Here's a simple 3-step process you can follow to develop yourself into a specialist:

Step 1: Divide your primary market into several more narrowly defined specialty markets.

Step 2: Learn everything you can about prospects in each new specialty market ...and about how your product or service meets their special needs.

Step 3: Customize your sales message to appeal directly to the special interests and unique circumstances of prospects in each specialty market.

TIP: If you're attracting many prospects who really don't have (or can't get) the money to buy your product or service -- you need to change your market. Target a market where prospects have an intense desire for the benefits produced by your product or service ...AND the money to buy it.

2. THE PRIORITIES OBJECTION

Some of your prospective customer didn't buy from you because they put a higher priority on spending their money for something else. You can get many of these sales by persuading them to make YOUR product or service their priority.

For example, develop some special offers your prospects can't resist. Create offers so enticing your prospects feel compelled to make your product or service their priority purchase.

TIP: Include a deadline for every offer. It forces procrastinating prospects to make a decision. Many will decide to buy immediately so they don't forfeit your "good deal".

3. THE SKEPTICISM OBJECTION

Your prospects bought things in the past that didn't produce the promised results. That makes them skeptical of your promises. Some of the ways you can overcome their skepticism include:

** Eliminate any risk of loss. Guarantee your customer's satisfaction. Offer to refund your customer's money if they don't get the results they expect.

** Prove your history of delivering what you promise.

Provide testimonials from satisfied customers as evidence you've lived up to your promises in the past.

** Make yourself available -- personally or by phone. This is especially effective for Internet Marketers. Prospective customers feel more secure when they can talk with a real person.

Neutralize all 3 of these unspoken objections before you ask your prospects to buy. Do it in your web pages, your sales letters, your personal presentations -- every message designed to generate sales. You'll see an immediate increase in your sales volume.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more information:

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