

**FURTHER LEARNING AIDS FOR SUPER SELLING AND  
CUSTOMER MARKETING SKILLS ONLINE COURSE**

# module seven

**HANDLING OBJECTIONS AND CLOSING  
SALES**





## About The Objection Handling Scriptkit

**T**he **Objection Handling Scriptkit** is a tool to sharpen your objection handling skills by giving you practical answers to common objections and making this tool really close to you everyday – on your phone.

You can revise them daily then definitely before you go into meetings so you can be ready and sharp enough to handle objections when they come.

Objections are a part of the sales process so please expect them, be excited about them and best of all crush them.

## 2 Keys To Handle Sales Objections

The key to handling objections like a pro and still closing deals consistently is having **confidence** and the ability to change their **perspective** of your value. That's it!

What distinguishes successful salespeople and the not-so-successful is **how much confidence they exude while handling objections** and the capacity to turn those objections to sales. This confidence is seen in many ways e.g your tone of voice.





## COMMON OBJECTIONS AND HOW TO HANDLE THEM

**Every sales person will encounter more than one of the following objections:**

- 1. I don't have the time*
- 2. Send me an email or some information to look at in my email*
- 3. Not interested*
- 4. I'm busy don't have time*
- 5. I need to talk to my spouse/board/executives/director*
- 6. Call me next week/ month /quarter*
- 7. Someone is already supplying us*
- 8. Not interested, I haven't used the ones I bought*
- 9. I don't like your company, I'm not interested*



“

**Prospect:**

**“I don’t have the time.”**

**You:**

**“Yes ma, I know you don’t;  
this is why I’m asking for  
just 4 minutes to show you  
something. No pressure,  
you be the judge.”**

”



“

**Prospect:**

**“Not interested.”**

**You:**

**“Yes ma I know you’re not.  
Most of my best clients were  
not interested at first. Would  
you be willing to see what  
they found?”**

”





**Prospect:**

**"I'm busy don't have time."**



**You:**

**"Yes sir I know, this is why I came because most of my best clients were very busy when I met them but it took only 4 minutes; now they are my best clients."**



**Prospect:**

**"Send me an email or some information to look at in my email."**



**You:**

**"Okay I will. Can I know what you like the most about what I've said so far?"**

*....then continue to persuade from there*



## Objection Handling Scriptkit

### Prospect:

**“I need to talk to my spouse  
board/executives/director.”**  
*(Please qualify prospects  
from the beginning of the  
conversation to be sure no  
one else needs to be involved  
in the decision making)*

### You:

**“Of course you should, the  
best decisions are never  
made alone. So what do you  
like the most about what I’ve  
talked about so far?”**



***.....this helps bring her mind to the value you offer,  
leaving her excited to talk to the other decision makers.  
Then book a meeting with her and the other decision  
makers***



**Prospect:**

**“Not interested, I haven’t used the ones I bought.”**

**You:**

**“Really? What was the reason you bought them in the first place?”**

*...then continue to persuade from there*



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**Prospect:**

**“I don’t like your company, I’m not interested”**

**You:**

**“Yes I know but (give statistics) 3000 happy clients have signed up with us in the last 3 months. It just means you haven’t met the right person to walk you through on what we offer.”**







**Prospect:**

**“We don’t have a budget for it now”**

**You:**

**“You’re exactly the person we’ve been looking for. We realized that most of our best clients didn’t have a budget when we met them, yet they paid in full (pause to see the expression on the prospect’s face). Let me show you what they found.”**

*.....then go right into your presentation*



**Prospect:**

**"It is too expensive!"**

**You:**

**"Madam, is price your only concern?"**

**Prospect:**

**"Yes, it is!"**

**You:**

**"If I can handle the price are you in a position to pay now?"**

**Prospect:**

**"Yes I am"**

**You:**

**"Okay I will do something for you; how would you be paying, cheque or transfer?"**

**Prospect:**

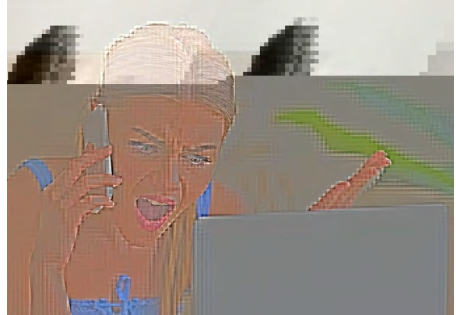
**"Transfer"**

**You:**

**"What bank would you be transferring from?"**

**Prospect:**

***(if he or she mentions more than one bank, then they have money in all those banks) ....then offer a discount or give a payment plan.***





***These series of questions moves the prospect to a close by making them realize they have the money to pay. Also, you don't want to go the extra mile to get a discount then the client says, "come next week or let me think about it".***

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**Prospect:**

**"Someone is already supplying us"**

**You:**

**"Yes ma we're aware and that's why we came (or called). Most of our best clients already had someone supplying them when we met but now they work with us. Would you be willing to know why?"**

