

Objections or Opportunities

When your customer objects to your solution, the first thing you should do is **acknowledge** and **empathize**. Use this simple formula:

ACKNOWLEDGE + EMPATHIZE
= TRUST

INCORRECT:

Potential Customer: "I really like that sofa, but man, I just don't know if I want to pay that much right now."

Salesperson: "Ya, I have a couple of sofas that are less expensive. Let me show them to you..."

CORRECT:

Potential Customer: "I really like that sofa, but man, I just don't know if I want to pay that much right now."

Salesperson: "I totally understand your concern about cost. I know that this sofa wasn't something that you thought we would look at today... the reason that I think this sofa is right for..."

Remember,

OBJECTIONS **ARE** OPPORTUNITIES