

3 Types Of Objections

In sales one might come across many different types of objections.

Objections are reasons not to buy a product/service.

Objections come in the following forms:

- I need to think about it
- Let me discuss it with my partner
- Its too expensive
- I will let you know later
- I don't have the time for this
- Let me do some more research and come back to you

Just to mention some of the most popular ones...

Ofcourse there are more examples.

Seemingly each and every objection seems to be unique. But most can actually be categorized. And once we can categorize objections, we can identify and approach them systematically.

Lets look at my most effective system.

Here is how you can identify and categorize objections.

- **Fake Objections**

These are objections that are not real! They are made up! They are not honest. They are said to you because of lack of rapport or because the prospect doesn't want to hurt you or say outright he is not taking your product. Usually there is another objection beneath this "Fake" objection. Fake objections are very general, unspecific sentences, that are either impossible to handle or address. Things like "I am going to think about it." Or "Let me get back to you." Or "I want to do more research."

If the prospect wants to do more research, why isn't he asking you for more data? If the

prospect wants to think about it, then what did you do with the prospect all this time if it wasn't a thinking process?

You can't address these. Because what is there to address? These are not "Reasons" not to go ahead. These are justifications to stop talking or delay decision making. You should KNOW that there is ANOTHER objections behind these Fake Objections.

- **Imaginary Objections**

Imaginary Objections are real. But only real for the prospect. For the prospect they are very real and legitimate, and they get created out of FEAR. Fear of making the wrong decision. Not enough certainty.

Imaginary Objections are worded like "I need to talk to my wife about it." Or "I don't think this will work for me." Or "It seems too expensive." Etc.

What you need to know is that these objections are based in fear. Nobody wants to take a step and realize they just broke their ankles. It's fear. And this fear is worded as concerns, or attempts to get more certainty. Like getting a partner's input on a decision. Well, if the partner would had been crucial for the decision, the partner would had been present wouldn't he?

There is nothing literally that is holding back the prospect from making a decision.

- **Real Objections**

Real objection are legitimate objections. They are physical tangible things that are actually holding the prospect back from going ahead with the purchase. If the prospect would have a chain on him, and says "I would walk over there and sign your contract, but I am chained to this location so I cant" would be a real objection. If the prospect says he cant afford your solution and you check his account balance, and he literally has 52 cents on account, that would be a real objection. Anything and everything literally, physically holding the prospect back from getting your product/solution

With Fake objections, dig deeper until you find some objections you can handle.

With Imaginary objections, take the objection (that is based on fear) and turn it into a reason to buy (that gives certainty) .

With Real objections, find out what it is and solve it or get the prospect to solve it so he can go ahead with the purchase.