

## Dig Deeper On Difficult Objections

If you encounter an objection you don't know where to place and how to deal with it.

Just dig deeper!

Ask questions!

If the prospect says "I need to think about it." And you don't know how to deal with it, just dig deeper by asking "Why?" and the prospect might say "Because I am not sure about making the purchase." Again, ask "why?" and now the prospect might confess that it is because the price seems to be too high compared to other products.

Now you have an objection you can handle. Compare your product to the competition and highlight the unique benefits and additional advantages of your product. This will help the prospect to justify the price difference.

But the lesson is simple. If you have a difficult objection you can't handle, or doesn't seem to disappear, dig deeper and ask "why".

There is likely another reason or a more tangible objection behind the objection being shown to you.

Just an advice to keep in mind when selling.

Good luck!