

Not Interested – Handling

When someone hits you with the famous “I’m not interested” at the beginning of a sales cycle. KNOW that he/she is not interested in things that are not relevant to him/her!

The prospect only says I’m not interested in the beginning of call or meeting, because he assumes what you got to offer is not relevant or relatable to him.

You might go “I can offer better prices on the market”. He might say “I am not interested”. Why? Maybe because he doesn’t care about price, he cares about quality or trust.

You can call the prospect and offer him a cheaper phone plan, but maybe he cares about more data / month. And so the data is relevant to him, the cheaper phone plan isn’t. So he says “I am not interested”.

So what can you do when you get hit by “I’m not interested”?

You can:

1. Ask what IS he interested in instead?
2. Say “Ok, let me just ask 3 quick questions so I can make sure you really don’t need my help”. Then proceed asking for potential pain points. Like “Do you care about money?” and “Do you want better service?” and “Is reliability important to you?” etc. (You can use these questions to see where the prospect reacts, and take that as a starting point to move the sales cycle forward).

You can also lower getting hit by “Not Interested” by starting a call or interview with a statement that he can relate to.

Like

“I am calling businesses that are in the _____ industry”.

Or

“I was just in your neighbourhood earlier today, and saw your business, so I decide ‘why not give them a call?’”

Or

“Your friend _____ just signed up with us, and she thought you could benefit from our services too.”

Etc.

At the end of the day, you will do just fine if you understand WHY people say “I am not interested” in the beginning of sales cycles.

And because you know why it happens, you know how to handle it...

By relating yourself, product, company, intention to their self, situation problems and life of course.

So they can, relate.