

Objections Handling Part 3

The 3rd type of objection is the real objection.

We call this the real objection because it is legitimate. There is an actual real reason why the prospect cant proceed with the purchase.

There is actually something holding the prospect back.

Real objections can be:

- I cant afford it
- I am not the decision maker
- I wont have a way to use said product/service

This is just to name a few examples.

The way it works. If the prospect tells you “I don’t have feet”, and he literally doesn’t have feet, and you are selling shoes, that would be a real objection.

How do you deal with real objections? You either solve them, or get the prospect to solve them.

You can advice the prospect to get prosthetic legs, hell! You might even order his prosthetic legs WITH him. Now you can proceed at selling your shoes, and now there isn’t anything that is literally holding the prospect back from making the purchase.

So simply. Find out whats going on. If it’s a real objection. Go ahead and solve it for the prospect or get the prospect to solve it. And then continue with the close.

He cant afford it? Can he liquidate some of his assets? Take up a loan? Call up a friend who owes him money? Yes? Lets do it so!