



DID YOU KNOW SALES TIPS

From **DSC**

The Most Common End User Sales Objections

Objection: “I want to think it over.”

Response: *“That’s fine, Mr. Nolan. Obviously, you wouldn’t take your time thinking this over unless you were seriously interested, would you?”* They will say something like, *“Oh, we’re interested. You bet. We’re going to think it over.”* Continue with, *“Just to clarify my thinking, what is it that you want to think over - is it the integrity of my company?”* They will say something like, *“No, your company is great.”* Reply with, *“Is it the level of service I provide?”* Wait for them to say no. *“Is it the ease of use?”, “Is it the saving on insurance?”, “Is it the sense of security you will feel?”* Keep asking a question by providing a benefit of your service until you finish with *“Is it the cost of the system?”* In most cases, the cost of the system will be their true objection.

Objection: “You’re too expensive.”

Response: *“That may be very true, Chris... And after all, in today’s economy, we all want the most for our money. A truth that I have learned over the years is that the cheapest price is not always what we really want. Most people look for three things when making an investment: the finest quality, the best service, for the lowest price... And I think you would agree with me that it’s impossible to get all three. I’m curious Chris, for your long-term happiness, which of those three would you be most willing to give up? Quality? Service? Or low price?”*

Objection: “Security systems are too complicated.”

Response: *“I agree with you that security systems can be intimidating, but we choose to install the easiest system on the market. All you need to remember is a single 4 digit number, that’s it! This number will arm, disarm, and control the entire system automatically. We can even provide you a small keychain remote and an instructional DVD. Is that something you might be interested in?”*

Objection: “I have a dog.” (Also works for “I have good locks” or “I have a Gun.”)

Response: *“I have (or have friends who have) a dog too. I love “Spot” and feel safe knowing he is around. You may not be aware, but this security system provides life safety protection and will protect you against much more than just burglaries. Spot may guard off burglars, but unfortunately Spot cannot call 911 if there is a carbon monoxide leak or, God forbid, a fire. Can I show you the other ways I can protect Spot?”*

Objection: “I have never been robbed.”

Response: *“You may not be aware of this, but, our security systems will protect you against much more than burglaries. Our systems provide life safety and can detect fires, carbon monoxide leaks, water leaks, even furnace failures so when you go away on vacation, your pipes don’t freeze. Let me show you how...”*

Objection: “Police don’t respond quickly enough because of false alarms.”

Response: *“Although Fire and Medical response is always quick, I agree with you that the Police can sometimes be delayed. Our company offers a guard service as an option. This service will dispatch a private security guard when an alarm occurs, before the police are notified. They can respond much faster because responding to alarms is their only function. There are many different guard options so let me show you your options...”*

*Some of this sales tip was taken from “How to master the art of selling” written by Tom Hopkins, published by Warner Business Books, 2005