

DID YOU KNOW SALES TIPS

From **DSC®**

How to overcome the “I want to think it over” objection...

Nearly all of your potential customers will try to slow things down by making one of the following statements:

“I’ll think about it.”, “We don’t jump into things.”, “Let us mull this thing over.”, “Leave your information and we’ll consider it.”

They expect you to say, “okay” and leave, because that is what the average salesperson will do. If you do that, the sale is lost and the customer will forget about your proposition. Follow these 4 steps to overcome their real objection and close the sale.

1. Agree with them.

“That’s fine, Harry. Obviously, you wouldn’t take your time thinking this thing 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.”

2. Confirm the fact that they’re going to think it over.

“Since you’re this interested, may I assume that you’ll give it very careful consideration?” Speak the last three words slowly, with just a touch of emphasis. Because you’re acting like you’re leaving, they’ll say yes.

3. Clarify and twist harder.

“Just to clarify my thinking, what is it that you want to think over - is it the integrity of my company?” Notice how I ran those two separate sentences together. 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.

This technique allows you to summarize the benefits that you’re offering them and to do it with subtly and finesse. By them saying no, they are actually agreeing with each benefit.

Eventually they will say yes and usually the problem will be with cost, so always finish with this benefit, *“Is it the investment that’s involved in purchasing the system?”* What they usually say is *“Well, we don’t put out that kind of money without really doing a lot of considering.”* Reply with, *“So the challenge really is cost, isn’t it?”* At this point you have broken through the, *“I need to think it over”* and have narrowed it down to the real objection, which is cost. Cost is nothing new. Cost is the major objection we have to face in every sale.

4. Confirm that it's the cost.

You’ve got to make sure that you don’t have any other objections. There’s no point in trying to close on the cost issue if they aren’t sure that they would buy it even if it’s a wise money decision for them. Finish off by saying, *“Other than the cost, is there anything else that would keep you from saying, ‘Hey Chris, let’s get my family/business protected right away?’”*

They will say, *“No, that’s it.”* At this point, close the customer using any standard cost closing technique.