

## ~ Tips for Sales People ~

### Objection Sustained

To successfully handle customers who pose opposition, you have to interpret their feelings and assess each unique situation before you respond. Many salespeople assume that “handling objections” always means changing the customer’s mind while, in reality, there often is nothing you can do to change a prospect’s feelings. The implication being that if you overcome the objection and achieve a sale, you have succeeded; any other outcome is failure. In some situations, the wisest way to build a successful relationship may be to sustain your customer’s objection. Your short-term loss may become your long-term gain.

Rick Davis, president of Building Leaders, Inc. and author of the book, *Strategic Sales in the Building Industry*, offers these tips to handle objections with courage and empathy to foster a vision of long-term success.

**Tip #1 – Listen carefully.** It is essential that you understand the meaning behind the customer’s words or you may react foolishly to objections. Don’t interrupt. Ask prospects specifically what they mean by their comments to draw out deeper feelings and emotions. You often will discover that they resolve their own concerns without any effort on your part.

**Tip #2 – Consider your options.** There are numerous responses you can have to any given situation, including doing nothing. Whatever your choice, strive to recognize the emotional factors behind the customer’s objections. You cannot overcome emotional obstacles with logic. Emotion is an infinitely more powerful motivator than logic.

**Tip #3 – Carefully observe your behavior and customer responses.** This is where the art and mastery of conquering objections begins. Repetition is the mother of learning and consistency in your responses creates reliable outcomes with your customers. As you try new responses, you will discover which are the most effective for various situations. Your observational abilities will create the skills you need to consistently handle many challenging situations.

**Tip #4 – Accept the outcome.** A lost sale is not necessarily failure. Furthermore, a sale that is unprofitable is not a victory. Recognize that you will not win every battle and learn from your losses. While you may not win the battle, you will emerge victorious in the war.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit [www.buildingleaders.com](http://www.buildingleaders.com) or call 773-769-4409.

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For More Information and Images Contact:

Kathy Ziprik  
Public Relations Representative  
Building Leaders, Inc.  
828-890-8065  
[kziprik@aol.com](mailto:kziprik@aol.com)