

Responding to Customer Concerns

“

A salesman is one who sells goods that won't come back to customers who will.”

—Anonymous

Finding the perfect match is not always easy and most shoppers want the best possible solution before parting with their hard-earned money. Therefore, you can expect customers to raise questions and concerns before making a buying decision. In fact, you should look forward to this step in the selling process—it means your customer is truly interested in what you are selling! If he wasn't, he'd just look around and leave without a word.

When customers voice their objections, they are giving you the opportunity to overcome those objections. They are giving you the information you need to better understand their needs and assure a perfect match.

Look before you leap... The first step in addressing customer objections is to make sure you understand them correctly. You need to make sure that what the customer says is really what he means, and that you heard him correctly. The easiest and most reliable way to do this is to ask the customer.

Customer: “I'm going to think about this, but I want to look around and see if I can find a less expensive one first.”

Sales Associate: “Besides the price, does this model have the features you are looking for?”

Depending on the nature of the objection, there are several ways to respond to customer concerns. Remember to adjust your sales style to the individual customer (if the customer seems to require detailed information, provide it; if price is the issue, then jump directly to comparing the prices of other options). If price is the only issue, you might suggest ways to make his selection more attainable or help him find a less expensive option. But first, you should make sure he has enough information to make the best choice for his needs.

Most objections can be addressed using one of the following techniques:

- **Provide more information**
- **Make it easier to buy**
- **Suggest an alternative**