

Overcoming Obstacles

What happens when they say “No”?

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“No, thanks” – So is that it?

- ❖ Absolutely not!
- ❖ There are many reasons why a buyer will say “**No**”; some are deal-breakers, others are not.
- ❖ Firstly, ensure you are dealing with the “true buyer”.
- ❖ Did you correctly identify the “need”? Or did you assume?
- ❖ Identify where there has been a lack of understanding or insufficient information.
- ❖ Ideally, don’t ask for the order until all potential obstacles have been investigated and dealt with.
- ❖ Avoid situations where the buyer has to/can say “**No**”.





Back to Basics

Create a series of small “Yeses”

Example: Training and Coaching Consultant

1. Do you believe in developing your employees?
2. Would you agree that there are external practices that could enhance their performance?
3. Is it probable that they are not normally exposed to those external practices?
4. Would you, therefore, be open to discussing how we can provide those skills rapidly and effectively?



Action Plan



- ▶ Develop a range of questions which will create a series of small “Yeses”



Preventing unforeseen obstacles

Suggested questions that can prevent a premature opportunity to say “**No**”

- ❖ *Is there anything we haven't discussed that could get in the way of us doing business?*
- ❖ *In the past, what has prevented you from buying this product/service?*
- ❖ *What do you estimate the probability is of moving forward on this?*
- ❖ *Are you surprised by anything I've said or what we've agreed upon?*
- ❖ *At this point, are you still going to make this decision yourself?*
- ❖ *What, if anything, do you additionally need from me before making your decision?*
- ❖ *Are you waiting on the results of any other initiatives or decisions?*
- ❖ *If I get the final quote/details to you tomorrow how soon will you decide?*



Action Plan



- ▶ Develop a range of questions which will create a series of small “Yeses”
- ▶ Identify any potential objections.
- ▶ Be prepared! You may not be able to overcome every objection but to not be prepared for them is negligent!



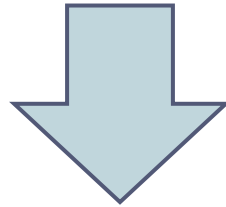
Tools for overcoming/clarifying objections

1. If I had a magic wand
2. Test the status of the response.
3. “Reversing Manoeuvre”- Understand, Repeat then Reverse.
4. If you feel it – say it!
5. War Stories.
6. Be a fisherman! (or woman!)



Group Exercise

What are the 4 most common objections/stalling reasons you encounter?



Now apply the tools we've just discussed!



Action Plan



- ▶ Develop a range of questions which will create a series of small “Yeses”
- ▶ Identify any potential objections.
- ▶ Be prepared! You may not be able to overcome every objection but to not be prepared for them is negligent!
- ▶ Practice dealing with the most common objections you receive.



Summary

- ▶ Spend sufficient time clarifying the need, building mutual agreement and laying the foundations for the sale.
- ▶ Build up a series of small “Yeses”
- ▶ Try to uncover all potential objections before asking for the order.
- ▶ “No” is sometimes shorthand for *“I don’t have sufficient information upon which to base my decision”*.
- ▶ If you ask for order and the process does stall, try dealing with the objections using the tools you’ve practiced today.
- ▶ Don’t ask for the order too quickly.

Remember:

No-one likes to be sold to, but everyone loves to buy!

