

How to Avoid and Overcome “NO”

By George Jackson



One of the most difficult things to do in the business office, or any sales environment, is to overcome a broad objection when attempting to bring a customer to a decision. Broad objections come in many forms including, “I don’t need it,” “I never buy those,” or “I’ll take my chances.”

The broadest objection of all

is simply, “No.” The best way to overcome an objection is to avoid it, and the second thing to do is prepare for it and expect it.

Avoiding “No”

The main reason a customer says “No” is because he/she was asked a bad closing question. When any salesperson uses a direct close such as, “So, what do you think?” or “Will that work for you?” or “Do you want it?” that salesperson is inviting a negative response. The question is, what put the customer in a position to give that “No” answer. Ask better closing questions—ones that give the customer a choice. For example, “Would you like five or six years of coverage?” or “Which plan works best for you?” or “Would you like joint or single life coverage?” These are much better ways to ask the customer to buy the products. Remember that direct closes lead to negative reactions, but ones with choices lead to sales.

Preparing For “No”

When a customer buys a product or service, he/she is saying “Yes” to the salesperson as a person and “Yes” to the quality of the presentation. One of the hardest things

for salespeople to admit is that the customer actually said “No” because of them. It is easy to label the customer as difficult or tough and move on to the next one. Every once in a while, the salesperson must self-evaluate and ask if he/she would buy as a result of his/her own presentation. Body language, enthusiasm, and knowledge communicate a message to the customer about the salesperson’s confidence and interest in his/her needs. The presentation skills communicate to the customer the salesperson’s level of competence as well as his/her interest in people. If the customer is actually saying “No” to the salesperson and the quality of the presentation, improve it.

Expecting “No”

Finally, the best way to overcome any broad objection is to expect it and have a response for it. Most people say “No” simply to avoid buying without revealing the true objection. Find out the true objection, and, after doing so, acknowledge the objection and attempt to discover the details of why the customer balks at the purchase. For example, “Mr. Jones, I can appreciate that, but what concerns you most about the coverage?” This works extremely well. Once the customer offers the specific objection, it will be much easier to overcome. Be in a position to avoid “no” by asking a good choice close and prepare so the customer can not say “No” to the salesperson or the quality of the presentation. If the customer still answers “No”, attempt to uncover the true objection and then overcome it. This will lead to increased sales and a more productive dealership.

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