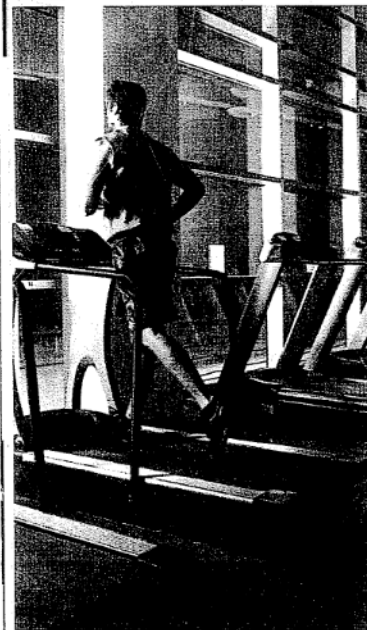


5

Selling more

- ▶ identifying sales techniques
- ▶ expressions for dealing with objections
- ▶ selling a study trip



5.4 Speaking Dealing with objections

Discussion

1 Decide to what extent you agree with each statement. Choose from *I agree/ It depends/ I disagree*. Then compare your answers with a partner.

- 1 Customers will pay more to buy from people they like.
- 2 Customers make objections because they want to be persuaded.
- 3 Selling ideas to friends or family is no different from selling products to customers.
- 4 The customer is always right.

2 Imagine you're selling these products and services. What objections will the customer probably make, and how would you answer them?

- 1 A health club subscription
- 2 A private swimming pool
- 3 A custom-designed software package

Listening

3 2:12-2:14 Listen to three exchanges between sales representatives and their customers. What mistakes do the salespeople make?

4 2:15-2:17 Listen to three improved versions of the exchanges in Exercise 3. Decide which of the common sales techniques below each salesperson is using.

- A** Welcome objections and try to establish agreement: listen to the customer's objections and use persuasive questions to show understanding.
- B** Use the 'Feel, Felt, Found' formula: tell the customer you know how they feel, but give an example of other customers who felt the same way but found they were wrong.
- C** Redirect the objection to obtain more information: use objections as an opportunity to find out what the customer's position really is.

Persuading

5 2:15-2:17 With a partner, complete the expressions for dealing with objections in the checklist. Then listen again and check your answers.

Useful expressions: Dealing with objections

Welcome objections and establish agreement

I know exactly what you _____.
 There's always too much to do, _____?
 You don't want ..., _____ you?

Redirect the objection

I'm glad you _____ that _____.
 So _____ me, is the membership fee the only _____ to signing up?
 So, if I can ..., are you _____ to sign up today?

'Feel, Felt, Found'

I understand _____ you _____. A lot of our customers _____ that way at _____, _____, they soon _____ they were saving money.

Check that the customer agrees

Does that make _____?
 Are you _____ with that?
 Does that _____ your question?