

Internet research

Search for the keywords *how to make customers love you*. Take a class vote for the top ten ideas.

6 Match objections 1–6 with the answers used to redirect them a–f.

- 1 Your price is too high.
- 2 We haven't budgeted for it.
- 3 I like your main competitor's offer.
- 4 I'll think about it.
- 5 I only work with one supplier.
- 6 Your lead time is too long

- a) You're probably wondering what's different about our service, aren't you?
- b) Do you mean, why are our prices higher than the competition?
- c) You are wondering if this merits a budget extension, is that right?
- d) Is the delivery date the only obstacle to ordering today?
- e) If I can offer the terms you need, could you make a decision today?
- f) Can I ask if there's a particular reason for only using them?

7 With a partner, write responses to each objection, starting each sentence with the words given. Then change partners and practise dealing with them.

- 1 We have a freeze on new investments. Call me back in six months' time.
Is the freeze the only _____?
- 2 Your competitor offered us the same service for 20% less.
I'm glad you _____. But have you asked yourself _____?
- 3 I have doubts about your product's reliability and durability.
I understand how _____. A lot of our customers _____. But later, _____.
- 4 I can't afford the insurance on a new car.
If I can _____, would you _____?
- 5 I'm not sure that Head Office will be very pleased if we change our procedures.
You're probably wondering _____. Are you comfortable _____?
- 6 We need the parts now. We can't wait two weeks for delivery.
Do you mean that if _____?

Brainstorming

8 Work in small groups. You have started a company which organizes study trips for students and young business people to learn about business and culture in another part of the world. Brainstorm the following details about your study trip, as well as your own ideas.

cost destination length of stay social activities
travel and accommodation arrangements type of organizations visited

9 Predict at least five objections you expect your clients to raise. Think of answers to these objections and practise overcoming them.

Negotiation

10 Meet other groups and take turns to try to sell your study trip.

eWorkbook

Now watch the video for this unit.

