

Objection Handling - Concede & Then Proceed

Sales people don't use this effective tool because our society teaches that conceding denotes failure, resignation, loss of power and money. We are a society that seeks immediate gratification, and our customers end up paying for it. If you are wrong or if your product or service will not meet your customer's needs, be honest and concede.

You will never win an argument with a customer. Even if you win the argument you will not win the customer. He will go away even more convinced than ever that he was right. It is human nature. Concede.

"Jim, I certainly may be wrong. I often am..."

"This sounds like a bad time for you to talk..."

"I don't think I can be of any help to you at all today.."

"I think the last thing you need right now is another ____ vendor"

"Why don't I leave you alone for a few months?"...

"Your plate is full. Let me check back with you around (date)..."

Use these words cheerily or seriously, but always sincerely. And always avoid the *but* word, which changes concession into manipulation and removes the power.

Results of conceding are phenomenal. Buyer's tones change tenor in a heartbeat, resistance melts, and trusted, long-term relationships start being built from scratch.