

# Chapter 14.2 Overcoming Objections

Name: \_\_\_\_\_

1. Match the definition with the objection

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|---------------|---|
| _____ Need    | A. Usually associated with high quality merchandise   |
| _____ Product | B. objection that there is a need for the product     |
| _____ Source  | C. related to the making the purchase at a later time |
| _____ Price   | D. complaint that the product is too expensive        |
| _____ Time    | E. objection to the supplier                          |

2. Match the definition with the method of handling objections

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|----------------------|---|
| _____ Substitution   | F. Involves using a previous customer or another neutral person who can give a testimonial about the product                      |
| _____ Boomerang      | G. Show the use of the product  |
| _____ Question       | H. Technique that permits the salesperson to acknowledge objections as valid yet still offset them with other features & benefits |
| _____ Superior Point | I. Brings the objection back to the customer by converting the objection to a selling point                                       |
| _____ Denial         | J. Communicate with the customer to learn more about the objection  |
| _____ Demonstration  | K. Recommending a different product that would satisfy the customer's needs   |
| _____ Third Party    | L. Customer's objection is based on misinformation  |

3. Which method of handling objections was used in each situation?

Method	Conversation
	I think this shirt will shrink because there is cotton in it. Actually it is a cotton blend. Because the fabric is made of 50% cotton and 50% polyester it will not shrink.
	This camera will not zoom that far. I'm glad you mentioned that. Let me show you the zoom feature on this camera. It allows you zoom 6x farther than a standard camera.
	I don't like the way these jeans fit. Here why don't you try this pair of jeans? They are a different brand and have added length to the jeans.
	Your prices are higher than the prices of your competitors. That's true, but with good reason. We use higher quality material that will last 5 to 10 years longer than our competitors.

**Directions:** For each customer objections below, write a salesperson's response using the indicated method. For ideas, refer to the feature benefit chart for the Canyon Meadows jacket found in Chapter 12 (p.262) of Marketing Essentials book.

1. **Objection:** "This jacket is so thin. It can't possibly keep out the rain." **Response:** (Use the boomerang method)

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2. **Objection:** "I like this jacket, but I'm not sure my daughter really needs all of its features. She just needs a jacket to wear to school." **Response:** (Use the third party method)

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3. **Nonverbal Objection:** Customer has a skeptical look on his face when you tell him how easy it is to pack up the jacket into a pouch. **Response:** (Use the demonstration method)

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A customer is looking at a Canon camera and a Nikon camera. You have finished your presentation and decide to try a trial close. Define a trial close and then write how you would respond to the scenario given:

Definition:

Response

*Dm7 do this one*

You have shown a customer the I-Phone XR, the Samsung 10S and two additional phones by LG. Your customer is not showing interest in the LG phones and has focused on the I-Phone and the Samsung. You have three other phone options. What should you do?

Indicate the type of closing being used for each scenario below: Which Close, Direct Close, Standing room Only close or Service Close.

	I am glad you have shown interest in the maroon hockey hoodie with the Sheen design. How many sweatshirts will you be buying and in what sizes?
	With your purchase, I would set up a payment plan for you, allowing you to pay 3 payments at \$100 per month.
	Along with your purchase today, you will also receive a 3 year warranty on the camera.
	Can I go ahead and draw up the contract for sale for the Honda Civic?
	I will reduce the price today from \$4000 to \$3600 but that deal is only good for the next 24 hours.
	This Honda Accord is in great shape and is on sale today only. It will not be available at that price tomorrow.
	Will you be purchasing that camera today with cash or credit card?
	The Samsung TV and the LG TV are the best on the market. Both are great buying choices. Do you prefer the Samsung or the LG brand?