



From Acorns...how to build your brilliant business from scratch

TOOL: OVERCOMING CUSTOMER OBJECTIONS

The customer says:	What they mean:	What you say
I'm happy with my current supplier	Loyalty	<ol style="list-style-type: none">1. Don't slag the competition – you will undermine the person you are selling to.2. Ask lots of questions about the competitor's service/product3. Stress the difference of your offer4. Get them to consider a trial offer
I can't see me needing that	Demand	<ol style="list-style-type: none">1. Actively question them about why not.2. Talk through your current customer base and why they use you.3. Come back to them
It's too expensive	Price	<ol style="list-style-type: none">1. Question the client 'what makes you say that?'2. Get comparison with other products3. Question them on the benefits you offer and need4. Stress the value you add and not the cost

Exercise: now using the grid overleaf, write down the most common objections your customers come up with.

In the space next to this, write out what your possible replies will be. If necessary, try this out with some friends, and see if you can come up with answers to all their possible objections!

Having this down on paper will make it much easier to respond automatically when the time comes.

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