How to Handle Price Objections

by Belinda Summers

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Having price issues from prospects? Well, you are not the only one. Truth to be told, price is one of the main objections prospects raise as the reason why they will not do business with you. For the unprepared, this can be the toughest hurdle to surpass. AÂ lead generation companyÂ who faces this task is not only stuck, but may very well lose preciousÂ Â B2B leads.Â That is why it is very important to consider since interested prospects are whatÂ Â business sales leadsÂ are made of. So, how will you handle it? How will you deal with telemarketing prospects who are objecting because of price throughout yourÂ Â business appointment?

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Here are several steps to do it:

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1.Be preemptiveâ€“ before the prospect begins to object about the price, you can always begin your talk like â€œnow, before you say that this is too expensive, please consider the benefitsâ€¦â€• Clearly expl to them why your product or service had to be more expensive compared to the others. Usually, they will not complain anymore. More likely than not, they will let you explain your point better.

2.If they still complain about priceâ€“ you should celebrate (quietly). You see, the only reason they will still complain about price is that they are interested in what you are offering them, but just find it hard to take because of the accompanying price tag. Still, that is a good step, albeit in a negative way.

3.Do not focus on the priceâ€“ one way to counter price objections is not to focus on it. Usually, that is not the real objection. Acknowledge what the prospect said, then continue with your talk. Only when the prospect raises the issue a second time should you stop and consider what they are saying. This brings us to advice number:

4.Learn more about itâ€“ once the objection to price was raised the second time, you know that there is really something to object about. In this case, it becomes necessary for you to ask what is really wrong with what you offer. Ask them questions. Probe deeply. You might be surprised at the things you might learn from your discussion. And this can help you in yourÂ Â lead generationÂ work.

5.Raise the valueâ€“ once you have figured out what the true reason for the objection is, next comes the talk about value. Sure, you might not be able to lower the price of your offering, but what you can do is to raise the value of your offering. More likely than not, such arguments can help you convince prospects to sign up or accept your offering. Only in extreme cases where you really cannot do anything should you walk away. Anything else, it will just be fair game for you.

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There are many other tips that you can follow for handling such objections. Still, these are the stuff that you will not be wrong at all. Learn to be the best in the business, and you will see moreÂ Â sales leadsÂ coming your way.

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