

WHAT IS AN OBJECTION?

Wow! So much has been written on this ... here are what some of the **'Best'** I have said on the question **"What is an Objection?"**

J. Douglas Edwards:

"Objections are good, not bad. If you don't get objections; you don't get the sale. Objections are signs of interest on the part of the prospect. Objections indicate what they want to buy-they are sign posts on the way to the sale."



Tom Hopkins:

"It's a statement by your prospect that he/she wants to know more. Objections aren't sales killers...they are sales makers. People who don't object aren't seriously interested...Objections are the rungs of the ladder to success."

Jeffrey Gitomer:

In his book "The Sales Bible", bestselling author Jeffrey Gitomer states *"an objection or concern is the real reason a prospect won't buy now. What the prospect is saying is "You haven't sold me yet! The prospect is requesting more information or more assurance". Gitomer says "...that finding the **Real Objection** is the first order of business. He believes most true objections are never stated.... they will give you a stall when they are really thinking/saying something else."*

Cameron Clancy:

"A statement or question that prevents a sale from being consummated."

Bob Firestone:

"Most of the time an objection to your sales pitch is a buying signal. Your prospect is saying..." I'm interested, but you haven't sold me yet!"

Zig Ziglar:

"Objections are the key to closing the sale...If you do not encounter objections from the prospect when you are making your presentation...you don't have a prospect."

Richard Denny

"When a prospective customer raises an objection, it is because he or she has not been convinced. The customer is uncertain or has worries that have not been satisfied. In other words, the customer has not been sold to properly."