

Chapter 14 Presenting the Product

Section 14.2 Objections

Section Outline with Content and Academic Vocabulary

Section Outline

Understanding Objections

Plan for Objections

Common Objections

Need

Product

Source

Price

Time

Four-Step Process for Handling Objections

Listen Carefully

Acknowledge the Objections

Restate the Objections

Answer the Objections

Specialized Methods of Answering Objections

Substitution

Boomerang

Question

Superior Point

Denial

Demonstration

Third Party

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Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

objection A concern, hesitation, doubt, complaint, or other reason a customer has for not making a purchase. (p. 327)

excuse A reason given when a customer has no intention of buying in retail-sales situations. (p. 327)

objection analysis sheet A document that lists common objections and possible responses to them. (p. 328)

substitution method Recommending a different product that would still satisfy the customer's needs. (p. 331)

boomerang method A method of answering objections by bringing the objection back to the customer as a selling point. (p. 331)

superior-point method A technique of overcoming objections by permitting the salesperson to acknowledge objections as valid, yet still offset them with other features and benefits. (p. 332)

third-party method A technique that involves using another customer or neutral person who can give a testimonial about the product. (p. 333)

Academic Vocabulary

paraphrase To express the same message in different words. (p. 330)

compensate To make up for shortcomings or a feeling of inferiority by exaggerating good qualities. (p. 332)