

August 2007: Four Obstacles to Selling

Four Obstacles to Selling

Clients' Fear of Failure

There are several reasons why selling is stressful and difficult. The first is the fear of failure experienced by the prospect. Because of negative buying experiences in the past, over which you had no control, prospects are conditioned to be suspicious, sceptical and wary of salespeople. People may like to buy, but we don't like to be sold. Your prospects are afraid of making a mistake - they are afraid of paying too much or not getting what they asked for. One of the simplest ways to overcome this is to state to your potential client, "My job is to exceed expectations, but I need to know yours first" This will give clients the opportunity to tell you any horror stories or disappointments they have had in the past about buying your service or product. With this information you can build trust with your clients to ensure they don't experience the same disappointment with you.

Clients' Fear of Mistakes

People are afraid of being criticized by others for making the wrong buying decisions. We are often afraid we will buy an inappropriate product or service only to find out later that we should have purchased something else. This fear of failure, of making a mistake in buying your product, is the major reason why people object, hesitate and procrastinate on the buying decision. "I want to shop around" really means: "I don't want to make a mistake". You can remove this fear by bringing up the subject of 'shopping around' before your clients do. Suggest they do shop around and show them a comparison of your major competitors. If you have done your homework and have a good comparison

of positives and negatives of your product/service, most people will not shop around and instead will accept your comparison.

Fear of Rejection

A major obstacle to selling is the fear of rejection - a fear that the client will say no. You have worked long and hard to prospect and find potential buyers and you are very reluctant to say anything that might cause the prospect to refuse your offer. If you are not careful however, the end of your presentation may end up wishy-washy rather than risking incurring the displeasure of the prospect by your request for a firm decision. It is far better for the client to say "No thank you" than "I'll think about it" or "I'll get back to you", as they rarely do just that. At the very least, if they have made a firm decision not to pursue your offer you can move on to the next potential client rather than spend more time with someone who can't make a decision.

It's all too hard

The factor of laziness is the fourth reason that the sales process may come to a halt without a resolution. Customers are often quite comfortable doing what they are currently doing. Your product or service may require that they make exceptional efforts to accommodate the change or a new way of doing things. They perhaps recognize that they would be better off with your product or service, but the trouble and expense hardly seems to make it worth the effort. Remember a person buys the hole, not the drill that makes it. If you can make their life easier, such as organising finance, home delivery, pre-wrapping or installing their purchase, you are more likely to get the client to say "Yes".



Contact

722 Anzac Highway, Glenelg,
South Australia 5045

Phone: 08 8376 3644

Fax: 08 8376 3655

Email: invest@properadvice.com.au

Brian Lucas

MFinPlan.CFP.Dip.FP
CPMgr.EO

brian@properadvice.com.au

Testimonials

Brilliant - C.
Kourniotis, IOOF

**Excellent,
entertaining and
well researched -**
M.Northway, IOOF

It was Awesome
- Ramah Masterson,
Mannatech

**Very Insightful well
worth the effort - S.**
Spezza, BNP Paribas
Asset Management