
WHAT DO YOU DO WHEN THE CUSTOMER SAYS NO?

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WHAT IS AN OBJECTION?

- a. IT'S AN OPPORTUNITY TO BUY SOME TIME
 - b. AN EXCUSE TO NOT HAVE TO MAKE A DECISION TODAY
 - c. IT'S THE CHALLENGE THAT MAKES SALES FUN!
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WHY DON'T THEY WANT TO BUY FROM ME?

- a. PROSPECTIVE CLIENTS (EVEN CURRENT ONES) ALMOST ALWAYS OBJECT TO SOMETHING
 - b. THEY DON'T WANT TO MAKE A CHANGE
 - c. THEY AREN'T THE RIGHT DECISION MAKER
 - d. YOU HAVE NOT SUCCESSFULLY PRESENTED YOUR PRODUCTS AS THEIR SOLUTION
 - e. IT IS A VALID OBJECTION
 - f. THEY DON'T LIKE YOU
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ANSWERING OBJECTIONS

- a. ALWAYS ANSWER AN OBJECTION WITH A QUESTION
 - b. THANK THEM FOR BRINGING IT UP
 - c. EMPATHIZE WITH WHAT THEY HAVE SAID “I CAN SEE HOW YOU MIGHT THINK THAT”
 - d. ASK THEM OPEN-ENDED QUESTIONS FOR THEM TO EXPLAIN
 - e. SHOW THEM THE VALUE OF YOUR SOLUTION (CPM, LEADS, IMPRESSIONS, DATA)
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LISTEN FOR POTENTIAL OBJECTIONS WHEN YOU ARE ASKING THEM QUESTIONS DURING DISCOVERY

- a. HOW WILL YOUR MARKETING GOALS CHANGE NEXT YEAR FROM THIS YEAR?**
 - b. WHAT ARE YOUR KPIs?**
 - c. WHO IS YOUR TARGET BUYER?**
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LISTEN FOR POTENTIAL OBJECTIONS WHEN YOU ARE ASKING THEM QUESTIONS DURING DISCOVERY

- d. DO YOU HAVE NEW PRODUCTS YOU’L BE ROLLING OUT?**
 - e. HOW IMPORTANT ARE LEADS?**
 - f. WHAT IS YOUR BUDGET?**
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COMMON OBJECTIONS – WHAT QUESTION CAN WE ASK?

- a. WE HAVE NO BUDGET
 - b. YOU'RE TOO EXPENSIVE
 - c. SOCIAL MEDIA WORKS FOR US
 - d. NO ONE READS MAGAZINES ANYMORE
 - e. PROGRAMMATIC IS A LOT CHEAPER
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COMMON OBJECTIONS – WHAT QUESTION CAN WE ASK?

- f. WE RAN IN YOUR NEWSLETTER BEFORE AND IT DIDN'T WORK
 - g. YOUR EDITORS NEVER WRITE ABOUT OUR PRODUCTS
 - h. THERE'S NO ROI IN ADVERTISING
 - i. WHAT DOES ROI MEAN TO YOU? CLICKS, IMPRESSIONS, FORM FILLS, BRAND BOOST, INCREASE IN SALES
 - ii. WHAT IS THE LIFETIME VALUE OF A CUSTOMER FOR YOU?
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WHAT IS THE REAL OBJECTION?

- a. **FEAR OF CHANGE**
 - b. **COMPLACENCY – I'M FINE WITH WHAT WE HAVE BEEN DOING**
 - c. **TRUST – THEY DON'T KNOW YOU WELL ENOUGH**
 - d. **RELATIONSHIP WITH YOUR COMPETITOR**
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WHAT IS THE REAL OBJECTION?

e. PERCEPTIONS ABOUT YOUR MEDIA

f. LACK OF KNOWLEDGE ABOUT MARKETING, MEDIA, BEST PRACTICES

g. NEED APPROVAL FROM SOMEONE ELSE

LET'S WORK ON SOME OF YOUR OBJECTIONS.

QUESTIONS??
