

## Entrepreneurial Selling v4.0

I Object!

Professor Craig Wortmann

### Craig Wortmann's examples for handling objections

#### Examples from a web marketing company

- We don't have budget for something like this

I understand. Many companies have had their budgets slashed as a result of the economy. Are you saying there is no budget, or is the budget just small?

- We already have a firm

I'm not surprised to hear you say that. Most forward-thinking companies understand the need to improve their web presence. What services is your firm providing?

I understand. Is your firm on a pay-for-performance basis?

- You're too expensive

The total amount may sound like a lot, but our fees are amortized monthly, over the length of our relationship. We focus on your web efforts on a consistent basis, not just one or two days. What sort of monthly fee makes sense to you for this type of offering?

- I've never heard of Company X

You are not the first person to tell me that. We are not a huge firm, so that could be why you've never heard of us, but our President, XYZ, is very well known and speaks regularly to marketers across the country. How

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important is it for you to work with a large or well-known firm?

Well, I'm going to change that! The firm has been around since 200x and our President, XYZ, is recognized as a thought-leader across the industry. I'd be happy to send you some of her white papers if that would help you get to know our brand.

- I'm not interested

I realize that my call today is an interruption to you. The downside of sales is that I can sometimes call at an inopportune moment. Is there a chance that you'd be more interested at another time, or by email perhaps?

- Send me your information

Sure thing. So that I send you materials that speak to your needs, would you characterize your company's current online lead generation efforts as sophisticated, just-getting-going, or not-even-on-the-radar-screen?

- I understand the importance of online marketing, but I have trouble convincing my boss

I understand the challenge. With your help I'd like to understand your current online marketing challenges and help you to identify specific opportunities for improvement that our solution might afford you. I would be happy to help you tie specific improvement metrics to



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- You are more expensive than other companies I've talked to. Why should I spend more with Company X?

online marketing. In general however, companies with which we work see an increase in lead generation and an overall improvement in the efficiency of the sales funnel. Conversion rates to customer improve by x%.

Let's make sure we are comparing apples to apples. Our solutions don't just focus on improving rankings or optimizing a paid search program, all of the work we do is tailored to understand and improve the entire online lead generation sales funnel – which requires excellent analytics, improvements to the site, etc.