

Handling The Five Buyer Concerns

by Jim Cathcart C.R.A.E.

A prospect's concern about your product or service is typically referred to as an "objection!" However, a concern should not be viewed as something negative to be brushed off as quickly as possible. Instead, a concern is something your prospect needs dealt with before going on to the next step.

There are five major concerns that you are likely to encounter:

- **No Need**
- **No Trust**
- **No Interest**
- **No Hurry~ and**
- **No Ability to decide or pay.**

A salesperson must think about and correctly identify which concern is present. Responding to the wrong concern, no matter how brilliantly, will not bring one closer to a sale.

Resist ... Assist ... and Persist

If your intention is to genuinely be of service, you must learn to resist, assist, and persist.

- Resist ... the temptation to back off too early when faced with a concern. Hang in there. Also resist the temptation to take the easy sale and not press on to fully solve the buyer's problem.
- Assist ... the customer in defining his real needs. Help him understand the basic problem that stimulated the concern. Also, assist the person after the sale in gaining the maximum benefits from the product or service you have delivered. Follow up and follow through.
- Persist ... in a way that shows that you genuinely care and you do want to be of service. When you persist without the intention of manipulating, you convey your concern and your sincerity.

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