

Cutting



EDGE

BY BOB CLEMENTS

# Your Price Is TOO HIGH!!!

Know what questions to ask if your customer raises objections.

**“Y**OUR PRICE is too high!” “It costs too much!” “I can get a better price from a dealership down the road.” “You’re going to have to do better than that.”

Objections are a natural part of the selling process to be embraced, not terrified of. As I work with salespeople, I try to help them understand that if the customer they are presenting to is going through a process of changing their mind from, “I’m thinking about buying” to “I’m interested in buying,” it is only natural that during the process, conflict will arise in their thoughts. That conflict is what we call an objection, and our job is to help them through the process by knowing what to say to help eliminate or at least reduce the stress of making a purchase.

## Always Agree with the Customer

One of the mistakes most salespeople make when it comes to handling objections is getting into a battle with the customer over their statement. Ultimately, this causes the customer to either doubt themselves and their ability to make a decision at that moment or to doubt the salesperson and their ability to understand the internal conflict they, the customer, are having.

When you hear an objection from a customer, the most important thing for you to do as a salesperson is to agree with them that what they are thinking and saying is valid.

Here’s a perfect example: Let’s say the customer says, “Your price is too high.” You could say, “Well, not really, I think if you were to check around with other dealers you would find that our prices are right in line with everybody else.” Now it’s not that your statement was wrong; it’s that you just told the customer that he or she was wrong and didn’t know what they were talking about.

A better way to handle the objection would be to say to the customer, “It seems that way doesn’t it? I mean, everything today seems too high; don’t you agree?” Now if the customer has purchased anything at all within the last month, they are going to smile and say, “Yes, everything is too high.”

## Start Your Transition

Once you and the customer are in agreement, your goal is to begin to transition them from their original objection into helping them understand what their internal issue really is. So continuing on with the example, once the customer has said, “Yes,” then you would want to ask another question to continue to lead them through the selling process.

My next question on this objection is always, “About how much too much do you feel like it is?” At this point, the customer will either say, “I don’t know” or they will give you an amount. If they say, “I don’t know,” then you messed up when you qualified and need to back up and re-qualify them. If they say, “It’s about \$500 more than I wanted to spend,” then move to your next question.

At this point, you have to ask yourself if you are far enough along with this customer in your presentation that they are ready to be closed.

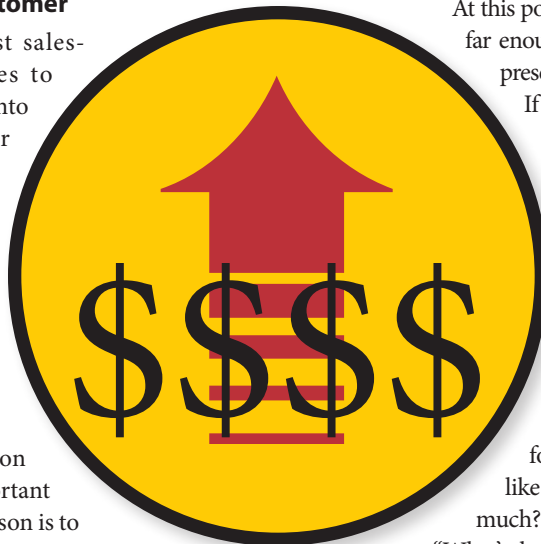
If you feel like they are, then your next question will be, “So if I can find a way to reduce your investment or make up the \$500 for you, are you in a position to make a decision today?” If the customer says, “Yes,” then you move into the negotiation process, which I will be covering next month.

If you don’t feel like the customer is ready to move forward but is still battling the internal decision to move forward, then I would ask, “Do you feel like the price is too high or that it costs too much?” In most cases the customer will say,

“What’s the difference?” You will go on to explain

that the price is what they pay and the cost is the price divided by the amount of hours they put on the equipment. So if they are going to put 100 hours per year on the equipment and they will keep it for seven years before replacing it, the \$500 that they felt was too much is actually only about 70 cents for every hour they run and enjoy the equipment that they really want.

At this point, you will see the customer smile and you will continue on with your presentation until you begin your closing sequence. ■



BOB CLEMENTS is president of Bob Clements International, Inc., a consulting firm that specializes in the development of high-performance dealerships. Bob and his team work hands-on with dealerships throughout North America, helping them to improve their service and parts department profitability. Contact Bob at 1-800-480-0737 or [bob@bobclements.com](mailto:bob@bobclements.com). Visit [www.bobclements.com](http://www.bobclements.com) for more information.