

Here are a few common objections that prospective clients may give and a reply that might open up the dialogue:

“We have enough business already.”

- For this objection, first, show empathy with a response like, “That’s a good situation to be in.”
- Then probe deeper by asking, “How confident are you, that you’re growing in the most profitable ways? For instance, how are you getting business that has the highest margin?”
- Then ask, “What are you doing with current customers on social media to leverage the growth you are experiencing?”

“We work with a company that specializes in our industry.”

Here you would want to remind them:

- All of their competitors are using that same vendor. Ask what they are doing to stand out.
- Discuss the customer journey and the need for multiple lead sources to capture customers at all stages of the journey.
- And ask if they are doing “x” in their all-in-one solution – with “x” being a proven solution you have. If they say no, pursue this option. And if they answer yes, ask them to tell you more about their experience.

“I have no budget left. It’s spent for the rest of the month, quarter and year.”

Ask:

- “OK, quick question. If you did have additional budget, what part of your business would you be focused on improving or growing?”
- Be sure you are talking to the final decision-maker. Chances are good you are probably not. The final decision-maker will revise budgets for a good idea.

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