

THE METHOD

SALES INSIGHTS & ARTICLES

ARTICLE 02 • OBJECTION HANDLING

HOW TO HANDLE SALES OBJECTIONS WITHOUT BECOMING PUSHY

A practical guide to understanding objections, lowering resistance and keeping the customer in control of the decision.

Listen. Clarify. Respond. Confirm.

OBJECTIONS ARE SIGNALS, NOT REJECTIONS

Most objections are not final decisions. They are signals that something still feels unclear, risky, expensive, unnecessary or badly timed.

01

MISSING VALUE

The customer does not yet see enough value to justify the price, effort or change required.

02

PERCEIVED RISK

The buyer is worried about making the wrong decision, losing money or being disappointed.

03

UNCLEAR RELEVANCE

The solution may be good, but the customer has not connected it to their own priority or problem.

04

TIMING OR AUTHORITY

The customer may need more time, internal approval, budget alignment or another decision-maker.

WHY PUSHBACK CREATES MORE PUSHBACK

If a salesperson argues with an objection, the customer often becomes more committed to defending it. The conversation turns into a debate instead of a decision.

WHAT CREATES RESISTANCE

- Interrupting the customer
- Correcting them too quickly
- Arguing about price
- Using pressure or guilt
- Answering before understanding
- Overloading them with information

WHAT LOWERS RESISTANCE

- Letting the customer finish
- Acknowledging the concern
- Asking one clarifying question
- Separating price from value
- Using relevant proof
- Checking whether the concern is resolved

A FOUR-STEP WAY TO HANDLE OBJECTIONS

The goal is not to defeat the objection. The goal is to understand it well enough that the customer can evaluate the decision clearly.

01**LISTEN**

Let the customer explain the concern fully. Do not rush into an answer.

02**CLARIFY**

Ask what specifically is behind the objection. One sentence can reveal the real issue.

03**RESPOND**

Address the actual concern using relevance, evidence and calm explanation.

04**CONFIRM**

Check whether the concern has been resolved before moving forward.

04 • COMMON OBJECTIONS

WHAT TO SAY WITHOUT SOUNDING DEFENSIVE

Use these as conversation structures, not scripts. The wording should sound natural and match the customer, industry and situation.

"It's too expensive."

"I understand. When you say expensive, is it the total price, the monthly impact, or that you are not yet seeing enough value to justify it?"

"I need to think about it."

"Of course. What part would you like to think through most - the solution itself, the price, the timing, or something else?"

"Send me information."

"Absolutely. What information would be most useful for you to review so I send you something relevant rather than a generic pack?"

"We already use someone."

"That makes sense. What do you value most about your current provider, and is there anything you would still improve if you could?"

05 • PRICE OBJECTIONS

DO NOT DISCOUNT BEFORE YOU UNDERSTAND THE PROBLEM

A price objection can mean the customer genuinely cannot afford the offer. It can also mean the value is unclear, the risk feels too high or the comparison is incomplete.

1. CLARIFY

Ask what 'too expensive' means in context. Compared with what? Based on which outcome?

2. RECONNECT VALUE Bring the conversation back to the result the customer said matters most.**3. QUANTIFY IMPACT** Where appropriate, compare the cost of the solution with the cost of the problem continuing.**4. CHECK FIT**

If the offer genuinely does not fit the budget or need, say so. Trust matters more than forcing a deal.

"A discount cannot fix value that was never established."

06 • WHEN THE CUSTOMER IS NOT READY

A NO TODAY DOES NOT ALWAYS MEAN NO FOREVER

Good salespeople know when to continue, when to follow up and when to leave the customer alone.

KEEP EXPLORING

The concern is specific, the customer is engaged, and there is still a clear need.

FOLLOW UP

The need exists, but timing, authority, budget or internal process prevents a decision now.

STEP AWAY

There is no real need, no fit, or the customer is clearly asking to stop the conversation.

07 • APPLY IT

BEFORE YOUR NEXT OBJECTION

Use this checklist to keep your response calm, relevant and customer-led.

- ☐ Did I let the customer finish speaking?
- ☐ Did I acknowledge the concern before answering it?
- ☐ Do I know what the objection actually means?
- ☐ Am I responding to the real concern - not my assumption?
- ☐ Can I use proof, examples or evidence that is relevant?
- ☐ Have I checked whether the concern is resolved?
- ☐ If the customer is not a fit, am I willing to say so?

TRAIN YOUR TEAM TO HANDLE OBJECTIONS WITH CONFIDENCE.

The Method provides practical corporate sales training focused on buyer psychology, communication, objection handling, customer service and pressure-free closing.

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