

# Why I Don't Buy from You

## Overcoming customer objections

**T**here are several reasons why I might not buy from you. Listed below are some of the most important. Studying these will help you overcome objections from your customers.

### 1. I'm really busy

As a sales rep, you've heard one or more of these responses: "I just don't have time," "I'm already behind schedule," "My next meeting is in five minutes."

Think about these reasons from your customer's perspective. Asking your customer to choose between spending time to see you, or using that time to try to get back on schedule, or answer a few pressing emails, or finish preparing for a meeting – what would you do? Spend time talking to you? As the sales representative, be sensitive to your customer's situation to be sure they are receptive to your message. When possible, always have an appointment to assure you have your customer's attention

### 2. Your presentations sound too mechanical

The saying goes "people buy from people." Most people like to buy from someone they might want to get to know and feel confident they have their best interest at heart. In most cases, if you want me to buy from you, you need to be likable.

### 3. You don't tell me anything that is new and informative

You are your client's eyes and ears. They expect you to be up on what's new, exciting, and what's working for other customers. You have to know about the competition (your competition and your client's competition) and you better be

able to answer my questions about your products. Anything. When in doubt, throw it out. Purge all files on a regular basis.

### 4. You're not compelling for me to change

Nothing you're telling me is compelling enough for me to make a change. Do you understand what might be involved for your client to make the change you are asking them to make? What you say must have benefits for both of us. It should meet a need in your client's business, be presented in a compelling manner and address your client's situation. Make your offer so compelling, your client has to say yes.

### 5. Obviously you aren't passionate about your work

People can tell. It's all about attitude and the attitude you project. Do you understand your client's business well enough to sell him something? Are you confident? Do you sound happy? Are you creative and fun to be with? Do you know your product and the benefits to your client's business?

### 6. You're not selling anything I need

Remember, you need to qualify your prospective customer before trying to sell them anything. Really understand your client's business needs. Even similar customers don't always have the same needs. ■

For more information on training in this area or other sales training curriculum, visit: [www.ats-solutions.net](http://www.ats-solutions.net) or contact Mike Biggins at [mike.biggins@ats-solutions.net](mailto:mike.biggins@ats-solutions.net)

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