

Ten Buyer Beliefs

Before you buy something, what must you believe? Take a look at the list of Buyer Beliefs and ask yourself, if you didn't have that belief, then what objection(s) would you give?

When an objection is raised, it tells us that at least one Buyer Belief is not in place. The objection itself tells us *which* Buyer Belief is missing. The information below lists and briefly describes each of the 10 Buyer Beliefs and across from each belief are examples of objections that are associated with it.

The prospect believes...	Or, you get objections...
1. Need exists: A need is the gap between the current situation (where the prospect is now) and a more desirable condition (solution).	<i>I just need to get some additional information. Don't need it. Not interested.</i>
2. Responsibility: He/she has or shares responsibility to fill the need.	<i>I'm only getting the information for my boss. My spouse would have to make that decision on what equipment he wants.</i>
3. Authority: He/she has or shares authority to fill the need.	<i>I need to talk with my wife before I can make that decision. I have to talk with my roommates first because they're paying for it.</i>
4. Discomfort felt: The effect of the missing benefits delivered by your features is great enough to cause discomfort.	<i>I'll get by with the equipment I have now. I'm not ready to buy.</i>
5. Need has priority: The discomfort felt is great enough so that this need has priority over other needs.	<i>Don't have time to try anything new. Call me next year. I have some questions before we sign up.</i>
6. Type of solution: Prospect believes that your type of solution will be successful in satisfying the need.	<i>We have never had good results with _____. I can't tell how it will work from a picture in your brochure.</i>
7. Capability and credibility: You, your product, service and company has the capability and credibility to satisfy the need.	<i>You have the same things everyone else in town has. You charge too much for an unknown company.</i>
8. Best solution: Your solution, to the exclusion of competing solutions, will best satisfy the need.	<i>What makes you different? Why should I buy from you? I am happy with where I am buying supplies from now.</i>
9. Return on investment: The price for the solution is less than the cost of not solving the problem.	<i>Money related objections... Your price is too high. Can't afford it. I don't have the time (subjective value).</i>
10. Plan of action: Your plan of action to meet the need will be successful.	<i>I don't think this will work for me. It is too much trouble to change.</i>

85 of the most common sales stopping objections are listed on the reverse side organized by the Buyer Beliefs. The job of selling then becomes one of using methods to put each of these beliefs in place. Once in-place the objection is prevented.

Learning to prevent two or three objections in each category wipes out all objections in that category. By connecting prevention strategies together back-to-back, you develop a sales model that will succeed in your marketplace.

Focus on learning to **prevent** objections – that's where the rubber hits the road in selling!

85 Most Common Sales Stopping Objections

Category 1: *Need Exists*

1. Not interested.
2. Already have someone.
3. We are satisfied with whom we have now.
4. Don't need it.
5. We do it internally with our own people.
6. I can't use anymore _____.

Category 2 & 3: *Responsibility/Authority*

7. My boss won't authorize anything.
8. It will never get through the system.
9. I have to consult with _____.
10. That's not my area.
11. That has value but not for me.
12. Home office requires we use _____.
13. We have to use your competitor.
14. He/she isn't here anymore.

Category 4: *Discomfort Felt*

15. Just send me your literature.
16. Don't have time to discuss this now.
17. No one is paying attention to this area.
18. We'll muddle through.
19. It's too much hassle.
20. We won't use it.

Category 5: *Need has Priority*

21. No money budgeted, call me next year.
22. We're cutting back.
23. Not a priority now.
24. Timing is not right, see me next month/year.
25. I need to think this over.
26. Too many things in front of this.

Category 6: *Type Solution Will Work*

27. It just won't work for us.
28. Never had good results with _____.
29. This isn't for us.
30. Don't want to stick our necks out on this.
31. You don't have what we need.
32. Your lead times are too long.
33. Management is taking a different track.
34. I need better quality than what you offer.

Category 7: *Capability & Credibility*

35. We want someone in our industry.
36. How do you know it will do that?
37. Never heard of you.
38. You're not large enough to handle the job.
39. I don't like your company.
40. I don't like your products/services.
- 41a. You don't understand our problems (needs).
- 41b. You don't understand our problems (trust).

- 41c. You don't understand our problems (capability).
42. Your track record isn't strong enough.
43. Had a bad experience with your company.
44. That can't be done.
45. I don't believe it.
46. I've never heard of your company.
47. You'll have to prove that to me.
48. Never had good results with _____.
49. Your _____ is not good enough.
50. We only buy "name brands."
51. You don't have what we need.

Category 8: *Best Solution*

52. Don't see any reason to change.
53. We've got to look at a number of suppliers.
54. Been doing business with them for years.
55. Not sure yours will work as well.
56. My brother-in-law is in the business.
57. Don't see any difference.
58. What makes you different?
59. Why should I buy from you?
60. We do it internally with our own people.
61. We want a band aid not a full work over.
62. Costs too much to change to your products.
63. We just like your competitor's product.

Category 9: *Return on Investment*

64. Not in the budget.
65. Your competitor does it for less.
66. Your price is way out of line.
67. Costs too much to change to your products.
68. I can't justify spending that much money.
69. My boss will never approve it (money).
70. Your price is too high.
71. We need a better price.
72. Can't afford it.
73. You'll have to do better than that.
74. Sharpen your pencils.

Category 10: *Plan Will Succeed*

75. No one will use it.
76. Can't see how we could implement it.
77. Too much risk.
78. Change is tough to do around here.
79. Too much trouble.
80. They will never buy into it.
81. I'm not comfortable with this idea yet.
82. This is a lot to think about.
83. They will resist doing it.
84. We need time to adjust to this.
85. Don't know how to tell my supplier "no."