



Overcoming Objections

TIPS TO HELP YOU INCREASE SALES



Promote the Benefits of Working with a Professional

- **Knowledge.** As professional contractors, we know the techniques and have the tools to do this job correctly. Our license means we also have the training to understand how this job affects your system as a whole.
- **Experience.** With many years in business, we know the area geology and how it affects home well systems. We also have experience meeting local regulations.
- **Health and safety.** Working with an experienced contractor is your best assurance of safe job completion and clean drinking water.
- **Convenience and confidence.** We can do this quickly and cost-effectively. We're insured. And our warranty assures you that you'll get your money's worth.

Note the Hidden Costs of DIY and Online Purchasing

- You may not qualify for a warranty or get support if anything goes wrong. Goulds Water Technology (GWT) warranties only parts that are purchased from authorized dealers.
- You may end up buying tools you'll only use once or twice.
- Costs can quickly escalate if the job is done incorrectly, especially if that damages your system and requires professional assistance beyond the original job.
- Warranties may not be valid without professional installation.

Use Proven Communications Techniques

1. **Start by listening.** Chances are you hear objections like “I can get it cheaper online” over and over. It’s tempting to jump in with your answer, but it’s better to take an extra minute to hear out customers and make sure they feel understood. Try reflecting back what they’ve said, but phrasing the objection in neutral language, as described below.
2. **See what’s not being said.** Be alert to body language. Is the customer standing with arms crossed? Leaning away from you? Stepping back? These can all signal disagreement or discomfort. Make sure your own arms are not crossed. Relax your shoulders and lean back, giving the customer space. Offer them something to hold, such as a brochure or spec sheet, causing them to uncross their arms.
3. **View objections as questions, rather than attacks.** Don’t get defensive or argue with the customer. Instead, see each objection as an opportunity to help that person better understand the value you offer. Be positive and truthful, letting your desire to help show through.
4. **To close the sale,** try a straightforward approach like, “Okay, let’s do this!” or a more open-ended question, like, “So what’s next?” Then stop talking, and focus on the customer’s response.

Be Prepared for These Common Objections

“I can get it cheaper online.” Acknowledge the objection in neutral terms – for instance, “You’re looking at the price” or “You’ve been doing your research. Great!” Then move the discussion toward the value of the warranty and the advantages of working with a professional. “The upfront price is just the beginning. If you buy here, you also get a warranty that’s not available online.” Pause to make sure customers understand this, then add the benefits you provide as a licensed contractor.

“I can install it myself.” Again, acknowledge what the customer is saying. “You feel comfortable handling installation,” or “Sounds like you’ve done this before.” Now shift the conversation toward the value you can offer: “We like to help people save time and hassle, and of course make sure everything is done right.” Or, for more complex installations, “This is designed to be installed by a professional. My staff is trained to ensure everything meets code and is safe—that’s important. And we can make it quick and easy for you.”

“I need to think about it.” Affirm the customer’s comment with a statement like, “You want to feel comfortable with your decision. I can see that.” Then push to uncover what’s holding the customer back. “What specifically are your reasons for buying later rather than now?” Listen, reflect and respond accordingly.

“I need to check with my spouse.” Acknowledge the comment with a statement like, “That makes sense.” Then probe for more information: “Do you think s/he will have any questions?” Asking the customer to describe potential questions can help you see whether you’re actually dealing with the customer’s own objections. If the customer does need to discuss with a spouse, offer to follow up: “Can I check back with you on Monday to see if you need more information?”