

An Essential Guide to Overcoming Sales Objections

Are all sales objections a dead end sign?

Guess what? The answer is not a straight NO.

We analyzed

224k
Sales Calls

2Mn
Call Minutes

13
Months

and here's what we learnt.

When any objection was brought up by the prospect

30%

increase in deal win rate

Clearly, objections are not always a hindrance.

They need to be handled carefully to work in your favour instead.

Truth edition—How do sales objections impact deal outcomes?

"I've never heard of your company"

The prospect doesn't trust you or your product/service.

more deals went into the open deal stage - up by almost

2%

Impact of trust objection on deal outcome

● decrease in deal loss rate **18% ↓**

● decrease in deal win rate **11% ↓**

"Our budgets are frozen"

The prospect currently does not have funds available for your product/service

Impact of budget objection on deal outcome

● increase in deal loss rate **79% ↑**

● increase in deal win rate **13% ↑**

"I need to check with my manager"

The prospect does not have the sole authority to finalize the deal.

Impact of authority objection on deal outcome

60%

increase in deal win rate

"I'm just not interested"

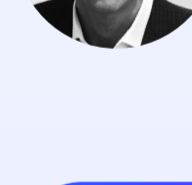
The prospect lacks any interest in your product/service.

14%

increase in deal loss rate ↑

Impact of interest objection on deal outcome

When someone says "I'm not interested" they have both fists up, so it's about making progress not closing them.



Ken Baldo
Vice President of Sales,
STOPit Solutions

[Learn How](#)

"It's just a bad time right now"

The prospect is reluctant about your product/service & doesn't think it's the ideal time for it.

31%

increase in deal win rate

Impact of timing objection on deal outcome

"We're already using something"

The prospect is already using a competitor's product/service.

Impact of competitor objection on deal outcome

31%

increase in win rate

"Not really looking for something new"

The prospect is satisfied with their current situation & sees no need to change it.

40%

increase in deal win rate

Impact of status quo objection on deal outcome

That's a wrap! Now go push your deals from 'Closed: Open' to 'Closed: Won'