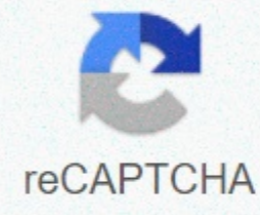


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Superior point method marketing

The key conditions are objections, sensitivity, suspicions, or other honest reasons to not purchase a customer. There are reasons for not seeing the shed sell or not. Objection Analysis Sheet- a document that lists common objections and possible reactions to them. To do the resin is to do something in a different way. Alternative method-recommends a different product that will meet the customer's needs. The Boomrang method-brings back customer objection as a sales point. The high-point method is a technique that allows the seller to recognize objection stake because yet they are offset with other features and benefits. Third-party method - using a previous customer or another neutral person who can provide a definition of the product. Common objections are needed: usually when the customer does not need an item immediately or wants the item but does not really need it. Product: Product-based objections include concerns about things such as construction, ease of use, quality, color, size or style. Source: Source-based objections can often be because of negative past experiences with the firm or brand. Price: Price-based objections are more common with expensive trades. Time for: Time-based objections show a reluctance to buy immediately. These objections are sometimes excused. Listen carefully to four steps to handle objections: attention, eye contact and customer interaction. Accept objections: The objections you accept are evidence that you understand and care about customer concerns. This is a customer's feeling that it is worth understanding, correct, and more discussion. Resity to objections: To make sure you understand the customer, you can re-establish your objections in many ways. Answer objections: Answer each objection. Do not respond to the question of the nature of the child or suggest that the person's concern is unimportant. Specific ways to handle objections: Sometimes a customer is looking for a specific brand or model of its product that you don't take. Or maybe the products show you that the customer doesn't like it. The alternative method is that a different product is recommended that meet customer needs. Boomrang: An objection can be returned to the customer. The boomrang method brings back the customer as a sales point. Question: The question method is a technique that asks you to learn more about objection to the customer. High point: The advanced approach is a technique that allows sellers to recognize objections because they still offset with other features and benefits. Denial: This is the way to deny when The objection is based on incorrect information. Demonstration: The method of demonstration can be very convincing and should be used in due time. It's sure to see the saying is 21st. Third party: Third party procedure involves using a previous customer or another neutral person who can provide a definition about the product. Java games: flash-skards, join, concentration, and word search. AB samples, models, pictures, drawings, graphs, charts, and _____sales warranties are examples of concerns, sensitivities, doubts, or other reasons a customer may have. Purchases are not _____objections are said to contain the 5 decisions on which are based on most objections That average customer is known to be using a former customer to determine the terms of the trust, such as . . . all examples of the party's concerns, sensitivity, and suspicions _____objections when using the . . . procedure to a seller In marketing terms, Boomerang . . . is a different way to object to customers when they are not in a product buying mode often use. A method of correcting the Mayanongparapara-Prasamethod method to resolve a statement without changing its masanformatatoondal language, sometimes including the definition of a previous Customer-Party procedure. The acosus language is used to communicate with industrial buyers at their level, which is a different product and a different product is a list of reasons not to purchase a possible reaction. Sensitivity, this kind of dobotsob-like java game leads by a brand with objectsource bad experience: flash-ser, combination, concentration, and word search. AB Boomerango-Gektoon can be returned to the customer as a sales point to recognize customer objection as superior to the customer to learn more about the objection s/he The method of the wrong demonstratonosis based on the data and benefits is that it is not an urgent requirement for product product products based on NeedCustomer products that are usually past Based on the experience, the cost is based on. Product time objections that are immediately used by Salisman demonstrate a reluctance to buy the most important methods below: 1. Direct Denial or Contrast 2. Indirect Denial Picture Thanks: 3. River Position 4. Reversion english or boomrang 5. High point or compensation 6. Question or inquiry, and 7. Your methods. (1) Direct denial or conflict ingest: As the name implies, this method involves telling the customer directly that he is wrong. Normally it is not a smart and should be avoided because it is most likely to be insulting and especially those who are extremely sensitive and fond of their own opinions. Only one Broadmand could appreciate the potential seller's encouragement. This method is only successful when used by skilled sellers. In some cases however it is very appropriate. For example, if the customer asks a direct question whether the content is likely to be removed, it can be directly denied by stating that the content will not be removed and this test has proven that it is the color one faster. (2) Unsustainable Denial Method: This method is widely used by Salisman because it is likely to be a crime. This is more likely to be a type than any of the other situations, because people generally don't like to be conta-draped. Just like the boxer, to reduce its impact, roll with the opponent's shock which the seller must give the ground a little bit before providing his denial or contradiction. In this way, the seller agrees with the possibility of looking at the position from a different angle and then just disagreeing. This method is never described as yes, but method. For example, the seller can i agree with you Mr. Possibility. You say that is true under many circumstances but in this case... This method is then the amount of denial of the tefol without really giving the penalty. (3) Reverse positionmethod: Sometimes the seller can be more effective at explaining his specific objection rather than answering it. The items using this procedure are that most customers will remove it in the state of explaining his objection and feel his slimness. For example, if the possibility is that I don't think it wants to wash the material well, the seller can re-enter the position: you have to know a lot more about the ability to wash and I'm really interested to learn more on this topic. Will you explain to me in detail why you are in this opinion? The impression depends on the sincerity that the seller describes in this way and also he realizes that he shows up to know the reasons behind the statement of hope. (4) Reverse English or Boomrang Method: This method is also the booming method because it involves throwing back its objection in the form of a reason to buy its article. Such objection is turned into a reason in favor of shopping. This method is also known as This is a reason to be in favor of buying because the method is a reason to object. For example, when a possibility raises an objection, the answer may be that's exactly why I believe you need this article. For example, if the seller is selling goods to retailers who are well-known and retailers say your firm spends too much on advertising. If these costs were cutting and you were to give us a wide margin of profit, I could take your goods, the seller could use the boomrang method by saying- Mr. Retailer, it's the ads that makes it easier for you to sell our goods. Customers who approach you are already convinced and sell by advertising. This is our promotion that brings them to your shop. From here they can take on their selling point of emphasis small profits and the benefits of quick return. Another example of this is that the seller is selling office appliances and the possibility is that I'm very busy. I didn't get time to talk to you. Sellers can completely change this objection by saying the fact - it's you a busy guy that I'm worried to talk to you. Busy men know the value of time and are willing to learn how to save time with me here in a special time saver.... After starting like this they can take the benefits of installing office appliances in this particular office with the benefits of how it will spend time as well. It is no doubt an effective way to meet objections but the goods and their sales points require accurate knowledge. Their objection is a very weak one and there is no conclusion that the possibility should be taken very well using this mechanism to avoid causing the impression in the mind. The seller's method should be friendly and friendly, because otherwise he is likely to eliminate the possibility that he has opened his own snout wide open for a hand. This is because this method is only effective in the hands of skilled sellers. (5) High point or compensation method: This method is also described above that even the seller accepts the accuracy of the obactafi but offsets the objection from the higher point of view of maximum profit. In this way, in this way, they point out an advantage that is considered to pay compensation for the objection. For example, if he is selling shirts and likely says, This dress doesn't look of the best quality, he would say using this method- you're absolutely right, sir. This fabric is not the best or highest grade. If that happens, the price will be much higher. Thus low price low quality compensation. In this way he doesn't turn away the objection but just to benefit from it is not to disturb the attention of the potential. In The way he raised his chances reduced the importance of a reasonable objection. (6) Question or Enquiry Method: This method is to ask the customer a question or question so that the objections are answered by themselves. This method is like explaining the way the Reves position is already. This possibility is that, your company is too small to handle your goods, the seller could use this method-(7) pass-up method: some sellers try to overcome the most objections. Although it is objectionable as mentioned earlier, the possibility has made a weak objection so this method can be used. To collect, the method of direct denial or contradiction is used where objection is wrong by any means of ignorance or ignorance. The non-permanent denial method is widely used as a way to remove most of this objection. Where the objection is reasonable or true, the method of compensation should be used. The method of boumerang or translation should be used very little sow. Besides, it is very normal to have an answer to the pass, except it should be avoided because its procedure doesn't really answer the objection. Object.

