

## Chapter 14 Presenting the Product

### Section 14.2 Objections

#### Review Key Concepts

1. Excuses are reasons given when a customer has no intention of buying; while objections are concerns, hesitations, doubts, or other honest reasons for not making a purchase.
2. To prepare for objections, you can prepare an objection-analysis sheet which lists common objections and possible responses to those objections.
3. The four-step method for handling objections is as follows: (1) listen carefully; (2) acknowledge the objection; (3) restate the objection; and (4) answer the objection.

#### Practice Academics

##### English Language Arts

4. All work should include at least five different objections and responses to depict different specialized methods for handling objections. Some common objections students may include are: price is too high (use superior point—It is a little higher priced than other models, however it is made of ... which makes it more durable and provides more stability and comfort); not sure if the child is ready for a bicycle (question method—Why do you feel that way?); I don't like the color of this bike (substitution—It also comes in other colors, such as ... ); do I have to put this bicycle together? (direct denial—No, we assemble the bicycle when you purchase it.); I don't know if this basket on the front of the bike is necessary (boomerang – That is the one feature that sets this bicycle apart from the others. Your child will use that basket often when riding the bicycle to and from school.).

##### Mathematics

5. Buying 40 jackets at \$25 each offers the biggest savings. [ $(\$25 \times 40 = \$1,000 \div 8 = \$125$  per year);  $(\$10 \times 40 = \$400 \div 2 = \$200$  per year)]