

TELEPHONE SELLING TECHNIQUES



FREE CHEAT SHEET 10 Common Telephone Sales Objections and How to Overcome Them

Practical responses you can use immediately to keep conversations flowing and increase your chances of success.

By Joanna Slater 

What You'll Learn

- How to respond confidently to common objections
- How to keep prospects engaged in the conversation
- How to uncover the real reason behind objections
- How to move conversations towards the next step
- How to sound professional without being pushy

"Remember, objections are often requests for more information, reassurance, or better timing."



10 Common Telephone Sales Objections

1
CUSTOMER

I'm Not Interested

I completely understand. Many people initially feel the same way. May I ask what your company is currently using?



Why it works: Keeps the conversation open instead of ending it.

2
CUSTOMER

I'm Too Busy Right Now

I appreciate you're busy. Would there be a better time later today or this week for a brief conversation?



Why it works: Respects their time while securing a follow-up

3
CUSTOMER

We've Tried Something Similar Before

I understand. May I ask what happened and what you felt was missing from the experience?



Why it works: It uncovers previous disappointments and gives you the opportunity to demonstrate how your solution may be different



10 Common Telephone Sales Objections

4
CUSTOMER

We Already Have a Supplier

That's good to hear. Out of curiosity, what do you value most about working with them?



Why it works: Helps uncover opportunities and pain points

5
CUSTOMER

It's Too Expensive

I understand. May I ask, is this compared to what you're currently spending or expecting to spend?



Why it works: Identifies the real concern behind the objection

6
CUSTOMER

We're Happy With What We Have

I'm pleased things are going well. If you could improve one thing about your current solution, what would it be?



Why it works: Encourages them to think beyond the status quo



10 Common Telephone Sales Objections

7
CUSTOMER

I Need To Think About It

Of course. Is there anything specific you're considering that I may be able to help clarify?



Why it works: Reveals hidden concerns

8
CUSTOMER

Now Isn't The Right Time

I understand. What would need to happen for the timing to become better?



Why it works: Identifies future opportunities

9
CUSTOMER

We Had a Bad Experience With A Company Like Yours

I'm sorry to hear that. Would you mind sharing what happened so I can better understand your concerns



Why it works: It allows the prospect to express their frustrations and gives you an opportunity to differentiate yourself



10 Common Telephone Sales Objections

10
CUSTOMER

Can You Email Me Instead?

I'd be happy to. Before I do, what would you most like me to include so it's useful to you



Why it works: Keeps the conversation relevant and engaging

Ready to Take Your Telephone Selling Skills Further?

- Telephone Selling Techniques Book
<https://www.amazon.co.uk/s?k=9781805418931>
- Online Training Course
<https://bb4c-info.systeme.io/new-course>
- Weekly YouTube Training Videos
<https://www.youtube.com/channel/UCHUr2MrS8nvsiu3m9Kwow8g>
- Website
<https://thephonecallexpert.com>