

# HOW TO HANDLE COMMON CHRISTMAS OBJECTIONS

CONNECT WITH CLIENTS THROUGH REASSURANCE, FRIENDLINESS AND GENUINE QUESTIONS.

By Shane Decker

YOU HEAR THE same objections every holiday season. The top four are:

1. *This is the first place I've been.*
2. *I'll know it when I see it.*
3. *I'm just looking.*
4. *That's more than I want to spend.*

**Remember:**

Objections show interest. But they must be handled with speed and accuracy. If you hesitate before giving your answer, the client may think you don't know the answer or are making it up. Your answer needs to be professional (but not curt), giving the client the information they need.

The two primary reasons that clients give objections are that they need reassurance or they're challenging you — they want to see if you know your stuff.

Here are some ways to answer the top four objections you'll hear during the Christmas selling season.

**1. This is the first place I've been.**

→ Great, I'm so glad you came here first.



- I do that when I shop: I like to go to the best place first.
- Fantastic, we can shorten your search.
- Thank you so much for thinking of us.
- This is a great place; we love our clients!
- That is awesome,

what brings you in?  
→ Let's get started.

**2. I'll know it when I see it.**

- What is it you're looking for?
- Are you looking for someone special?
- I do the same thing; I hunt for it, I find it and I conquer.
- Are you trying to match something you've purchased before?
- Is this a Christmas gift?
- Are you looking for diamonds?
- Are you looking for something for someone else?

**3. I'm just looking.**

- I'm so glad you came here to look.
- For what?
- I always look before I buy.
- Are you just getting started today?
- Are you looking for something for yourself?
- Today is a great day for just looking.
- Awesome, let's get started.

**4. That's more than I wanted to spend.**

- We have several payment options.
- Have you considered layaway?
- We have financing.
- These come in a variety of prices depending on size.
- We can change this from platinum to white gold.
- Well let's see what we can do for you (if you negotiate price).

→ What price range did you have in mind that is comfortable for you?

When you ask what price they're comfortable with, be careful that they don't feel pre-judged by how you ask. When asked incorrectly, the client might think that the money is more important to you than the product they're purchasing or the experience delivered.

Never make a client feel bad because they can't afford the item; always make them feel honored because we can find something in their price range that is still high quality.

Always make it about the client, the event in their life and the item they want. If you handle holiday sales with integrity, poise and a friendly attitude, there's a good chance you'll see these clients again. Happy holiday selling!



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ASK INSTORE

**The holidays are here. Is it such a bad thing to take work home to do on my off days?**

→ Sometimes it seems like a good idea to crush an hour of work on Sunday so you're not so slammed on Monday. But there's eventually a cost to be paid in terms of your energy and attention levels — and the



end result is a loss of overall productivity. If it's just catching up on email or doing paper work, we'd advocate not doing it — your inbox will replenish itself regardless. If, however, it's something creative like sketching a particularly engaging ring design or plotting a fun marketing event, we'd then say go for it for a couple of hours.

**How do I do an event that my best customers will interpret as sincere thanks for their patronage?**

→ That's easy — just ban all buying. That way, your customers will know that they are free to peruse your cases or special displays. A charity aspect can further underscore that this is not about the jewelry, but

anything really — the food, the wine, a special guest star can act as the headline rather than your inventory. While you can have wishlists ready, your focus at such events should be on giving your staff the chance to bolster their relationships with your best clients, along with showing customers how much they are valued.