



THE “I’M HAPPY WITH MY CURRENT SUPPLIER” OBJECTION

A common question I receive from sales reps is: “When I am prospecting, I always hear “I am happy with my current supplier.” I can’t sell when I can’t even get in the door. How should I handle this objection?”

Of course you hear this objection over and over! Most prospects are happy with their current supplier. Otherwise, they would have called you before you called them! If by some chance the prospect was unhappy enough that he picked up the phone to call you, they would have also called your competitors as well.

Dig deeper into the prospect’s relationship with his current supplier. Ask how long they have been dealing with their supplier and why they changed to them in the first place. Ask what it is specifically that makes them happy with their current supplier.

You must also plan ahead by knowing what competitive advantages you have over that supplier. You can then develop questions which differentiate yourself. For example: “Mr. Prospect, some users of your brand of widgets have told us that they experienced an issue with _____. Have you ever experienced this problem? How did that affect your operation? Would it help if we solved that problem?”

By being prepared with questions for at least three competitive advantages for each particular supplier, you should create enough need in the prospect’s eyes so that you can get the appointment. If not, perhaps they were not the competitive advantages that you thought they were!

Don’t be surprised by this objection. Expect it and plan for it!

Aim Higher!

For a free copy of our white paper *How To Create Your Unique Value Proposition*, contact me at senns@b2bsalesconnections.com and I will gladly email it to you.

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Susan A. Enns is managing partner of B2B Sales Connections, the online sales training website with free sales resources, a specialized sales job board and free resume listing services dedicated only to business to business sales professionals. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. Her accomplishments include being the top sales rep in Canada, managing the top sales branch, and achieving outstanding sales growth in a national channel sales organization. She has written the downloadable e-courses “Action Plan For Sales Success” and “Action Plan For Sales Management Success”, as well as many automated sales tools, and as the B2B Sales Coach, she writes and edits the company’s newsletter, AIM HIGHER. Currently Susan serves on the Leadership Executive of the Sales Professionals of Ottawa as Vice President. For more information, visit www.b2bsalesconnections.com or contact Susan directly at senns@b2bsalesconnections.com, www.twitter.com/SusanEnns, or www.linkedin.com/in/susanenns.