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The *INTELLIGENT GROWTH* E-zine

Volume II, issue 4

May 2005

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Part II
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How do your sales efforts stack up?

In our work over the last 20 years, having reviewed thousands of business development efforts, we have gained a tremendous amount of wisdom about what works and what doesn't work. We are now in a position to share this knowledge with you. To make this offer even more irresistible, we are making this available to you free of charge and with no obligation.

Simply go to our website

www.ImagineLLC.com/consulting.htm

and click on Diagnostics [\(or click here\)](#) and complete The *INTELLIGENT GROWTH Diagnostic™* online. When we receive your submission, we will provide you with a written analysis of the strengths and weaknesses of your business development efforts with some specific recommendations as to what you can do right away to improve

**Third Wave Selling becomes
*INTELLIGENT GROWTH***

As you may have noticed, this issue of our monthly E-zine has a new name: The *INTELLIGENT GROWTH E-zine*. No longer is it The Third Wave Selling E-zine. We made the change to the name as part of a re-focusing effort. In our work over the last few years, we have helped others understand the value they really provide. In our communicating that value effectively, our clients have reminded us that we should follow our own advice. And so, we changed our E-zine's name to reflect that.

INTELLIGENT GROWTH™ is the name we have given to our coordinated offering. *INTELLIGENT GROWTH* is all about building fast-growth, high-margin businesses and practices. Any business that is around today that wants to be around tomorrow with something approaching their current level of success must grow. It has always been true that if a business isn't growing, it's shrinking. There is no staying the same. That truth is as real today as at any time in the history of business.

your results. We will provide this customized report to you within two business days from your submission. Make sure you provide us with your contact information so that we can provide you with your report. If you prefer to complete the diagnostic on hard copy, you can e-mail us here: diagnostics@ImagineLLC.com and we will e-mail you a .pdf version of the questionnaire.

Begin improving your best sales results by completing The *INTELLIGENT GROWTH Diagnostic* today!

Growth, and all things associated with it, is the buzzword of business today. However, successful growth is fraught with pitfalls and obstacles. Growth does not guarantee success, nor even improvement. As a matter of fact, ineffectively pursued, growth can lead to bigger and bigger problems. As Peter Drucker, the famous management consultant, is fond of saying, "Most businesses to not go out of business because of starvation, they go out of business because of indigestion."

The new name for this E-zine means that our focus will remain on you, the entrepreneur. Every month, The *INTELLIGENT GROWTH E-zine* will focus on important issues that will enable you to grow your business intelligently. We look forward to hearing from you about issues that are important to you and ways that we can continue to deliver more value and help you with *INTELLIGENT GROWTH*. Welcome to our new format, The *INTELLIGENT GROWTH E-zine*.

- **The Myths of Successful Selling Part II**
by Douglas G. Davidoff

"Objections are good." "An objection is a buying sign."
"A buyer wouldn't object if the buyer weren't interesting in buying." "The better you get at overcoming objections, the

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more sales you will make." "Objections make it easier to close." How many of us were trained in the "art" of selling with these concepts? For years they have been the foundation of traditional selling. While business, technology and consumers themselves have been steadily evolving and maturing, the practice of selling has been stagnant. Try spending a morning at a sales seminar, or scan your local bookstore's sales and marketing materials. What you'll find is a sales process stuck in the past. And central to its outdated ideology is the myth of objections.

Objections are bad. Period. An objection reveals a flaw in the sales process. The pervasive myth that objections are good is the focus of this issue of the newly named *INTELLIGENT GROWTH E-zine*. It is the second in our series of articles aimed at uncovering the sales myths that undermine the success of so many sales organizations.

WHY OBJECTIONS ARE BAD

Objections are bad because they violate the core principle of a value-added sales model: creating value. Objections are bad because they reduce the trust a prospect/client perceives in the salesperson. Trust is the critical variable in successful, systematic sales. Imagine Sales Consulting defines trust as the combination of perceived competence *and* the feeling that the salesperson

understands the client better than the client understands himself. Stephen Covey calls this "psychological air," that feeling that the person I am talking with understands me so well that I am willing to open myself to his influence and persuasion. When a client feels the need to object, it diminishes the feelings that lead to trust.

WHAT OBJECTIONS MEAN

Objections indicate a flaw in the sales process, specifically in the communication of information. Perhaps the customer is unaware of information that is important to her because the salesperson failed to provide it, the salesperson was unclear in presenting it or it was presented at the wrong time in the decision process. The customer may be overloaded by information so she can't make sense of the salesperson's value proposition. Any of these problems will lead the buyer further away from purchasing the solution. The worst thing about an objection, though, is that it represents a flaw in the sales process that comes to light in front of a customer.

STOP REACTING TO OBJECTIONS

Salespeople typically respond to objections in such a manner that their response only worsens the situation. Even salespeople who realize that objections are not good, typically don't

understand why, and don't have a system to prevent objections. Some sales people often react to objections by overloading the buyer with information. With the hope that telling the customer everything will reduce his objections, they unwittingly lengthen the decision time. Rather than enabling the buyer to reach a decision, the salesperson makes the decision more complex and often decreases the probability of a "yes" decision. Other salespeople try to deal with objections by avoiding them by never asking the prospect for the sale. Their feeling is that as long as a direct request isn't made, there can be no objections. Besides, many sales trainers say, if the salesperson does her job effectively, the prospect *will want* to buy and won't need to be asked. Here again, this technique will reduce objections, but it rarely equates to increased sales. There is a better solution: prevention of objections.

PREVENTING OBJECTIONS - THE KEY TO INCREASED SALES

Objections are going to happen, just as flaws can happen in the manufacturing process. The ideal goal of a sales organization and salesperson is to learn from experience and prevent the objections before they happen. By taking an objection-prevention approach to selling, the salesperson is still able to lead the process and to continually add value.

The most effective way to prevent objections in general is through the development of a clearly articulated decision process. The decision process should focus on the key decisions that your clients must make (in the order that those decisions are made) that lead to a successful buy/no-buy decision. You can learn more about The Decision Process™ in Volume I, issues 6 and 7 of our E-zine. If you would like copies of these, you can request them through our [website](#).

Your goal is to provide a value added sales experience, and you want to quickly differentiate your company from every other sales organization out there. Effectively implementing an objection prevention process will enable you to do just that - while increasing your sales, increasing your margins and shortening your sales cycle time in the process.

- **Are you growing intelligently?**

INTELLIGENT GROWTH™ is what fast growth companies do to increase revenue while simultaneously increasing margins. It is shortening the sales cycle time and making salespeople more productive. It is increasing the ROI on your sales and marketing budget while creating value for more loyal customers. The result of *INTELLIGENT GROWTH* is

increased equity value for your company and increased freedom for the entrepreneurs or executive team.

Is your growth rate what you want it to be? Are you getting the margins on each sale that you want? Are you constantly balancing the need to maintain margins with the desire to increase your growth rate?

We are very excited to announce an opportunity that you may have been seeking. Designed for the leader of your business development team, The *INTELLIGENT GROWTH Coaching Program*[™] utilizes a variety of tools, processes and programs we have developed to enable virtually all companies to accelerate their growth while increasing their margins. Some of the results you can expect from participating in The *INTELLIGENT GROWTH Coaching Program* include:

- Increased sales
- Increased margins
- Shorter sales cycle times
- Faster growth
- Increased equity value
- More freedom
- The escape from competition

Increased ROI on your marketing and sales budget
To launch this new one-on-one coaching program, we have reserved 10 charter member slots. Charter members can gain access to the full program at a special reduced fee. If

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Imagine Sales Consulting
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communicating value to
truly creating value. This
transformation make
companies valuable
resources to their clients
which leads to increased
sales, increasing margins
and shorter pipeline times.

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