

There will always be clients who push back on anything you try to sell them. Lucky for you, Vendasta has built a growing list of the top objections our partners face. We also hosted a webinar on this topic, which you can find [here](#). Happy selling!

Objections

1. ["I'm from a small town, everyone knows who I am."](#)
2. ["I get my business by word of mouth."](#)
3. ["Digital isn't that important to me."](#)
4. ["I have to run it by \[insert person\]..."](#)
5. ["Can't afford it right now!"](#)
6. ["My \[relative/insert person\] does my social media for me."](#)
7. ["What's the difference between you and the 5 other guys trying to sell me digital solutions?"](#)
8. ["I don't see the value."](#)
9. ["I don't have time/I'm busy."](#)
10. ["You can't prove it works."](#)
11. ["We don't want to open up our business to any negativity."](#)
12. ["Once listings are updated why should I stay on the service - why should I renew?"](#)
13. ["Why is my listing score still low, it's been a year and I haven't been found or have errors on popular directories?"](#)
14. ["I don't see value in generating reviews."](#)
15. ["I'm already working with someone on my SEM/PPC that will get me on the first page of Google. I don't need you."](#)

Objection 1

“I’m from a small town, everyone knows who I am.”

Response

When was the last time you used for phone? Google’d something? Digital is the way of the future. When was the last time you researched before purchasing?

If new people move to town or an existing customer has a question about your business, where/how will they find this information? No one reaches for their phone book anymore.

Objection 2

“I get my business by word of mouth.”

Response

We know that most of buying decisions are made before consumers ever enter the store. Ask them when the last time they went out of their way to a store just to browse. This rarely happens outside shopping malls and even then most people go because they are looking for something specific.

In 2015, 88% of buying decisions were made online (before entering the store).

Objection 3

“Digital isn’t that important to me.”

Response

You are not a reflection of your customer, your customers want and use digital and you are naive to think that current customers and/or prospects are not looking for your business services online.

- In 2015, 88% of buying decisions were made online (before entering the store).
- There’s a digital revolution taking place, some of the most successful companies in the world have been established in the last 10 years:
 - Alibaba, the most valuable retailer, has no inventory
 - Uber, the world’s largest taxi company, owns no fleet
 - Airbnb, the largest accommodation provider, owns no real estate
 - Facebook, the most popular media owner, creates no content

The rise of social has made it impossible for consumers to not stay connected. Not everyone is on Facebook but the majority of the world’s population is and being a part of the community will only benefit their business. 2016 social stats:

- Facebook: 1.65 billion users
- YouTube: over 1 billion users
- Instagram: 400 million users
- Twitter: 320 million users
- LinkedIn: 300 million users
- Pinterest: 100 million users

Objection 4

“I have to run it by [insert person]...”

Response

During initial conversations finding out who will all be in the decision making process is key to success.

Once you figure out who all the key stakeholders are, having a timely follow up plan or next steps is important in doing your research and developing a plan.

Objection 5

“Can’t afford it right now!”

Response

Concerns about the cost can go deeper than price, so it’s up to you to figure out what their true reasons for indecision are. Prepare your presentation to show the value, show how you will help their business achieve success. “ We are in the business of helping you get more customers and we can do this by ensuring you don’t lose any potential clients with incorrect business listings.”

Keeping existing customers is the lifeline of any business, it’s 7x more expensive to acquire new customers than keep the ones you have. If you don’t monitor what they are saying online, how do you know if they are unhappy?

Objection 6

“My [relative/insert person] does my social media for me.”

Response

Another common misconception is when business owners think that having a friend/family handling their social media is enough. Let them know that you are not there to replace their existing solutions but enhance what they are already doing. Ensuring that they are getting the most out of what they are already doing will only improve the chances of connecting with new customers.

Blood is thicker than water, so you don’t want to make them feel like you are going to replace their family or friend but here to help and work with them to ensure success. “Our solutions also allow you to monitor what they are achieving to ensure it aligns with the business's goals.”

Objection 7

“What’s the difference between you and the 5 other guys trying to sell me digital solutions?”

Response

Be prepared to show the value of your solution. Having references and examples will build trust and distinguish you from your competition. If selling to a local business, ensure they always have a direct line to contact you or meet in-person. Knowing your local landscape gives the client confidence in what you have to offer.

1. If you’re a smaller company, maybe even a startup:
 - a. “I can offer you an intimate, professional relationships. I don’t take too many clients because I want to ensure 1 on 1 interactions. Call, email, text me anytime - I am your resource. With my company you get me; my focus, my concentration, my time.”
2. If you’re a larger agency:
 - a. “I have the experience, knowledge and an entire team behind me that is working for you. Questions, resources, concerns - there is always someone who can help! The advantage of working with me and our company is that we know what we’re doing and experience is everything.”

Objection 8

“I don’t see the value.”

Response

- Value of online = present and future, online purchasing intentions, infinite conversations
- Value of listings = ensure you are found, expand your reach when attracting new customers.
- Value of reviews = allow customers and prospects to make purchase decisions. If you’re not correctly managing your review pipeline, unlikely to attract new customers who will be forced to your competitors.

Objection 9

“I don’t have time/I’m busy.”

Response

Yes, I know!” - Business owners are time starved. They have people trying to solicit them all day. Be respectful of their time and let them know it will not take more whatever is needed. Have an elevator pitch ready and practice it diligently. Let the client know when time is up and if they they want to keep learning more. Be prepared, be concise and provide value. Giving them a free report will help you get the time you need to present.

Objection 10

“You can’t prove it works.”

Response

Show value! Testimonials, examples of your current/past work, case studies, etc.

Objection 11

“We don’t want to open up our business to any negativity.”

Response

You have no choice! You can’t stop anyone from leaving you a negative review, all you can do is proactively seek positive reviews and respond to negative comments.

“Unfortunately, that’s not in your control, consumers are having conversations everywhere, including online. This can’t be stopped, but it can be managed and monitored so let us help you with that. Google and Facebook allow users to create business pages. Do you really want an unmanaged listing?”

Objection 12

“Once listings are updated why should I stay on the service - why should I renew?”

Response

“Listings change! Listing information is obtained from multiple sources, if you’re not proactively managing your listings, there’s the potential for competitors to tamper with those listings. Your listings are the lifeline to your business - name, address, phone, etc. Just like you’re supposed to visit your dentist every 6 months for a check up and not just when you have a cavity, you also need to keep up with the health of your business listings.”

Objection 13

“Why is my listing score still low, it’s been a year and I haven’t been found or have errors on popular directories?”

Response

“The data providers are only one avenue where listing sites obtain their information. It’s still vital that we claim these listings, however ensuring that the business contact information is accurate on the 4 major data providers is the first step. Also helps with citations.”

Objection 14

"I don't see value in generating reviews."

Response

"Reviews are word of mouth referrals (just online), reviews give you SEO lift, reviews allow you to manage your business better."

Objection 15

"I'm already working with someone on my SEM/PPC that will get me on the first page of Google. I don't need you."

Response

That's great! Are you happy with the service? PPC and SEM are great but don't fix foundational issues. You can't build a house without a good foundation. The effectiveness of PPC campaigns are only as good as your reputation. We provide foundational products to maximise the success of your digital marketing efforts."