

EXPLORE YOUR ENTHUSIASM

EPISODE 75: HOW TO OVERCOME YOUR CUSTOMERS' OBJECTIONS.

WHY AREN'T PEOPLE BUYING YOUR THING!?

What's keeping them from buying: an objection.

An unaddressed objection.

An objection is anything your customer is wondering about, or unsure about, before they buy.

It might be:

- ★ I don't know if it's worth the value.
- ★ How long will it last?
- ★ How big is it really?
- ★ Will it fit me?
- ★ I don't have the money!

An objection is not a sign something is wrong with your thing!
ie, "I can't afford it" is not the same as "It's not worth it"

Your job is to identify the objection, and then DESTROY it.

How?

How to learn what your customer's objections are:

- ★ LISTEN (more about listening in this podcast episode)
 - What questions do people ask before they buy?
 - What do people say at craft shows, that is useful?
 - What questions do people have about other brands (ie, on Amazon or a shopping site)?

- ★ 2. Ask them!

- Put together a short survey (easy and free in Google Docs!), with no more than 5 questions.
- To get them to reply, thank them with a coupon code!
- How I do it: automatic email after they've been aboard the Starship for 3 months.

Be careful!

Only listen to feedback when you can take it. Be sure you're in the right mood, the right headspace to NOT take what they're saying personally, and instead use it to improve your product.

THE KEY TO SUCCESS IS TO BE ABLE TO ASSESS WHAT'S GOING RIGHT OR WRONG, AND ADJUST COURSE.

This feedback is part of the assessment process. Everyone is going to get feedback on how they can change.

It's *not* a sign that you suck.

It's *not* a sign that you should quit.

It's a sign that you are alive!

How to crush objections:

Address it head on. Don't avoid it.

Answer their unasked questions.

Focus on VALUE. ([More on this in episode 40](#))

Improve the product + add value. Then TELL THEM you've improved it!

This is just one aspect of why people might not be buying.

Another reason might be that NO ONE KNOWS you exist! Or you're not reaching the right people! To tackle those, you want to look at your marketing. You can check out my book, Market Yourself, which will walk you through the process of clearly communicating with the RIGHT people about your work, at TaraSwiger.com/book.

But no matter your marketing, if a shopper has unanswered questions or objections, they're not going to buy - so be sure that you spend some time, in between all your marketing and making, to address the objections and crush them.

Your homework this week is to find ONE objection buyers have and check that you're addressing it, right there in your product description or sales page. When you do, share it via Instagram, with the hashtag #exploreyourenthusiasm.

You can find links to everything I mentioned in this post at taraswiger.com/podcast75.

Thanks so much for listening and have an enthusiastic day.