



## **The CONNECTION™**

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### **Thanks, but we're already covered**

One of the most common and discouraging things a sales professional can hear is "Thanks, but we're already covered." The customer is telling you they don't need your help and are satisfied with their current provider.

While many salespeople will either slink away defeated or try to convince the customer they can do a better job than the current vendor-which, of course, can be insulting to the customer-you should be focused on trying to gain whatever advantage you can while sowing the seeds for future opportunities. The following steps will help:

- Don't panic. Simply ask neutral questions to get as much information as you can. "Really, that's great. May I ask with whom you are working?"
- Find out why they're working with that person. "What do you like about them?" This lets you know exactly what the customer is looking for.
- Ask a hypothetical question to determine any gaps you can fill. "If you could change anything about their service, what would it be?"
- If there isn't anything, express a desire to be of service at another time. "I'm glad you're satisfied. If there's ever anything I can do for you, please let me know. Do you mind if I call back in \_\_\_\_\_ just to see how things are going?"

Finally, show your professionalism by offering to help without insulting your customers' judgment in their choice of suppliers.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com