

Handling **OBJECTIONS** with Portrait Sales

Bernie's
7 KEY
OBJECTION
ELIMINATORS



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Introduction

I have owned and operated three successful photography studios over a period of 40 years. The reason for their success was that I developed a “soft sell” system that took the pressure off me when it came to the portrait sale. I was able to go into the sales process relaxed, and with confidence that I would maximise the sale to every customer.

Solid, predictable, and consistent selling systems are the heart and life blood of any business.

I must admit that I did learn from my mistakes, of which I made many. Selling can be pressure for both the customer and the salesperson.

It took me many years to realise that people love to buy but hate to be sold. Of course I have read numerous books on selling. They never gave a specific step by step process.

So, I came up with my own portrait selling system. It is powerful and it may appear too simple for your brain to accept but, believe me it is based on my specific experience over thousands of portrait sales that have put hundreds of thousands of dollars into my bank account.

My “soft sell” system gave me a very high average sale.

It changed my mindset. It will change yours if you let it. Don't fight it, simply try it. Test it. I believe that you can at least double your average sale.

You can easily lose thousands of dollars if you do not do your selling correctly. Imagine if you only increased your average sale by just \$100, over 50 sales that would equate to \$5,000!

Most photographers do not see themselves as salespeople. That is why they fail in the most important part of their business. Ninety-five percent of photographers are failing miserably at sale time.

To get Bernie's Soft Sell System© E-book simply email me info@berniegriffiths.com

The information you are about to read in this E-book Handling Objections with Portrait Sales© is a perfect companion to the Bernie's Soft Sell System© E-book.

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IN-PERSON SALES OVERVIEW

In-person sales is always going to get you the best financial reward for your photography efforts, whether it is “face to face” in your studio or over Zoom.

To the client, you are a photographer while you are behind the camera, but immediately you start showing the client the images you have taken, you become a salesperson.

If you feel **uncomfortable** in this role, here are a few tips and insights, and then we will go into my own 7 Objection Eliminators, that will make your sales come to a smooth and financially rewarding conclusion.

LET THE CLIENT KNOW WHAT TO EXPECT RIGHT FROM THE START OF YOUR RELATIONSHIP.

Setting expectations for clients from the start will give you less or even no objections at sale time.

Make sure they are aware of the prices, the product, and you’re viewing and selection process.

ALWAYS PLANT BUYING SEEDS IN THEIR HEAD

Plant lots of buying seeds with your clients prior to taking the booking and during the photography session, mentioning of course your products.

ASK THE RIGHT QUESTIONS

As you discuss products and services ask open questions like “what are your thoughts on putting photographs on the wall, or did you know we do portrait boxes that include the files at no extra charge?”

BUILD EXCITEMENT AND ANTICIPATION FOR SALES

Make sure you stay enthusiastic and build excitement for the selection and sales process. If you are excited and passionate about sales, they are going to be too.

KNOW HOW TO CLOSE THE SALE

Many photographers fear closing the sale and taking the money, but this for me was always the fun part. We look at closing later in this E-book.

If you have done the previous steps effectively, then taking the client’s money will be very easy.

And don't forget that you do not have to sell wall portraiture to make a big sale. But you do have to sell more than one product like a portrait box AND some files.

SLOW IT ALL DOWN

I have found that most photographers seem to go through their sales processes too quickly. Slow everything down and give your client time to absorb all the information that you are giving them.

Planting Seeds

Let me start by saying although this book is about sales objections for portrait photographers, I am a great believer in the fact that 80% of the selling is done prior to the client ever getting into the sales room.

I mentioned in the overview about planting buying seeds prior to the sales session, but it is so important that I am repeating it. This is in the form of continually planting seeds about the purchase of products. Communication with the client, whether it is by phone, at the initial enquiry, text, email, or all the above, even in the studio, while the photographs are being taken, seeds should always be sown towards the client preparing them for purchasing your products.

Objections Are Questions in Disguise

You are a photographer, and I guess that you have spent a lot of time learning your photography craft, but you have not spent money and time in learning the art of selling. You need to get yourself to a point where you welcome objections at sale time. Photographers hate the thought of being pushy, and the Objection Eliminators are to guide and help your client, and certainly will not push them into purchasing anything that they do not want.

There are many different sales models, but my own proprietary Bernie's Soft Sell System© is a simple no pressure system, that has proven to be the most effective of them all.

Having said that, I want to share with you some key phrases that you can add to your sales process that will not only increase your portrait sales, but also may change a NO sale into a YES sale.

I call these phrases my 7 Objection Eliminators.

If you're in portrait sales and you have ever been in a situation where a client is making an objection to purchase, and you don't know how to handle it, then these 7 Objection Eliminators will handle the objection for you. Let me emphasize that to make these phrases effective, you must learn them off by heart, and push through the uncertainty of using them.

I can assure you that they do work and will increase your sales revenue. If you don't use them, you will never know how much money you are losing.

One of the biggest challenges I see with most photographers who do portrait sales is they get an objection and they immediately back off and accept a no sale or a very low sale.

A lot of times people will give you the smoke screen and objections of, "I don't have the money," "I have to think about it," "I have to talk to my spouse," or, "I have to talk to my partner "and so on."

One of the good things that I see with objections is that at least the client is still in communication with you, although they may be trying to get out of the sales room, because you haven't helped them enough in their decision making, as they may not have clarity on the products and/or pricing.

They then tell you they will have to think about it, walk out of your studio, never to be seen or heard of again as they simply ghost you.

Continuing a communication when the client comes up with an objection is the key to turning things around and can turn a no into a lucrative sale.

WHAT DO I MEAN?

Suppose I tell the client the cost of what they want to purchase is \$2,500, and the client says, "I will have to go home and think about it. Let me call you tomorrow."

If you say "Okay," You are making their objection solid. They leave the studio and there is a good 90% chance that they will not call you or return any calls or emails that you send them.

The photographer is making the objection real.

They believe it's a real objection and that they have no control over it, mainly because they haven't been taught how to respond.

If the client says, "I don't have any money," and you say, "Okay," then you are the one that made it the objection. You made it the objection because you didn't continue to question the client on exactly what they mean.

The 7 Key Objection Eliminators© is to communicate on the actual objection right away. The moment you communicate, there's no longer an objection because you didn't make it solid by agreeing with it.

The key is to continue communication, regardless of what the objection is.

HANDLING OBJECTIONS WITH PORTRAIT SALES©

Over my four decades of running my own very successful portrait studio, and now as an International Photography Business Coach, I have found there to be just 7 major objections at sale time.

Feel, Felt, Found

In addition to the responses below, you should always think about an age-old “response feel, felt, found”, as the example below.

I think you are too expensive.

Yes, I know how you feel. I felt that way too only a couple of weeks ago when I bought a new camera.

I felt that it was just too much money. But after checking other brands I found it to be by far the best value, and I also found that the quality I get, far outweighs the extra cost. Certainly, happy I didn't get one of the cheaper brands.

Learn these objection eliminators and your business will prosper.

"I will have to go home and think about it. Let me call you tomorrow."

What will change between now and when you go home and think about itis it the price?

"It's probably more than we can afford."

By how much over your budget is it.....\$100? &200? More?

"Do we have to decide today?"

Yes, this is the time that we finalize your orderwhat is it that you can't decide on..... is it the money?

"Do I have to pay it all today?"

Yes, those are our terms, as we pay our suppliers “up front” and our prices are based on this.

"I just can't decide on whether I should get a large print or a portrait box."

Why don't you get both and then the only decisions you have to make is which photographs you want and of course, it is better value for you.

"I don't know where I would hang a photograph on the wall".

The best way is to get the photograph in an appropriate size for the image, that is, one that's not too big or too small, and then when you take it home see where it looks best.

“I'll have to go home and measure the wall and see what size I need.”

Obviously if the image was a close-up of a face, you wouldn't need a large photograph to see the expression, but if it was a large family group taken full length, you would need a much larger size otherwise you wouldn't be able to see the expressions. Then when you take it home you check where it looks the best in the home.

“You keep the files don't you.....I can always order later?”

Yes, we do keep the files for 28 days after the portrait session. What is it that you're not sure about in placing the order today? Is it the money?

It's All About the Customer

Also, when you ask a question as part of the conversation stop, and listen to the customer. This is about having a conversation, not about talking about you.

Remember that when you put these simple responses into action, it will continue the conversation towards helping the client decide.

Maximizing sales is about creating a Win, Win, scenario, where the client is happy with their purchase, and you are happy with the purchase.

It is also about maximizing the sale, where every client spends more than they felt they were going to but are happy that they did.

I have also learned after doing hundreds, if not thousands of portrait sales, that the more a client spends, the happier they are, so it is our responsibility to create happy clients.

Practice And Role Play

Now comes the part that you do not want to do. Practice and role play the answers to the objections. This is how some photographers can consistently get great sales. They rehearse until the words are "part of them", then, when they get a customer objection, they are ready.

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