

Common Objections & Winning Responses

#	Objection	Winning Response
1	You have no network solution.	<p>1) Our base stations will give you more accurate connections than any competitive network.</p> <p>2) Plus, our machine control equipment will work with competitive networks today.</p>
2	If you can't give me 100% guarantee that it will work for me, I will want my money back.	<p>1) First, let's agree on a few performance metrics so that we clearly understand your performance needs.</p> <p>2) If our product does not meet these clearly identified metrics, then yes, we will take the equipment back and refund your money.</p> <p>3) Another option is to try out the equipment at no expense to you for two weeks.</p> <p>4) We also offer a rental option you may feel more comfortable with during an extended trial.</p> <p>5) Once you and your operators are fully comfortable with the new technology, then you can transfer to an annual lease option at a lower annual cost than the rental option.</p>
3	We don't have any work and we're actually laying people off.	<p>1) We offer equipment that will make you more productive and allow you to win more jobs in the future.</p> <p>2) We offer technical training that will work with your operators that are still left. This will allow you to both work faster with less equipment and thus come under budget on current jobs.</p> <p>3) What areas are you least profitable in today that perhaps we could help address with some of our machine control technology?</p>
	<i>(continued)</i>	
4	We are just not interested.	<p>1) Offer other references with ROI</p> <p>2) Probe to uncover current problems</p> <p>3) Ask for explanation or elaboration for their lack of interest</p>

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5	I would rather subcontract the service to a third party provider so they handle the performance risk.	<p>1) You have the ability to react to daily changes to the landfill business.</p> <p>2) This way, you will not have to rely on a third party that does not know the ins and outs of your business and is unable to make changes in the timeframe needed.</p>
6	I don't think my operators could actually learn how to use your equipment successfully.	<p>1) First, I can introduce you to some of our other customers who had the same concern and they can describe how their operators came up to speed.</p> <p>2) Secondly, we have dedicated training resources at GeoShack that will work closely with your operators until they are confident they can use the new equipment confidently and successfully.</p>