

Guide to Overcoming The Top Ten Merchant Objections



Objection 1 - Too much time and work, slow learning curve

"This looks complicated. I don't have time to learn how this works and keep it up to date. I'm not very good with computers and learning how to do things with software."

Overcoming:

"Hey, that's no problem. I can take your initial messages down and we can get them set up. We can set up a message of the week and you can have four of them – one for each week of the month. You don't even have to know how to use a computer to do this. The set-up is really easy. And once it's set up, you don't have to worry about it."

Objection 2 - Don't want to spam customers

"I don't want to upset my customers with a lot of ads about things they don't want."

Overcoming:

"Remember that the customers signed up to get the offers. The customers don't feel spammed – they feel happy to get the coupons and reward notifications! If ever they want to stop, they just text "STOP". You shouldn't feel bad about sending out good offers!"

Objection 3 - Costs too much

"This looks expensive and we don't have the budget for it right now."

Overcoming:

"What's expensive? And what do you get for it? If we can show you that you're getting good business from it, does it still seem expensive? We have results that show a better than 3 to 1 return on investment." (Ask them how they are promoting their business today. Compare the cost/benefit or ROI and show them a cost/benefit chart.) "For \$40 per month you can reach hundreds of buyers who are already interested in your product/service and motivate them to buy now." Let's compare it with other things you can do to bring customers in quickly and reward them for choosing you.

Objection 4 - No integration with existing equipment

"I don't want to buy a (another) terminal. I would need to have this work on my existing POS equipment."

Overcoming:

"Mr. Merchant, mobile couponing doesn't require a terminal to work. You can get started with mobile couponing right now. (If merchant has a gift card program or terminal today) "You can use almost any terminal to get the benefits of mobile advertising or you can use it without a terminal – the terminal should not be the barrier to you growing your business."

Objection 5 - Too new, no one else using it

"I don't know of anyone else around here doing this. I just don't see how it could help me."

Overcoming:

"Well, do you know anyone else who is texting? Sure you do! You've certainly have seen the short codes on American Idol, the Haitian relief and other places. We bring all the power of mobile advertising to the smallest retailer. Text marketing is growing very rapidly and companies like Starbucks, Target, Sears, and Bath and Body Works are using it. Put that sizzle to work for your company! It's easy!"

Objection 6 - Who is Secure Payment Systems

"I've never heard of this company. How do I know they will be around next year?"

Overcoming:

"Mr. Merchant, SPS is a 15 year old U.S. and Canadian transaction processing company. They have partnered with Street Savings, a well-funded, leading company in providing mobile texting and advertising and rewards to small merchants. You can find their web site at <http://www.streetsavings.com> and read about their services. Our company (the ISO) stands behind this service."



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Objection 7 - Lack of support

"I've tried things like this in the past and there is never any help when you get stuck or have a problem."

Overcoming:

"Tell me about your experience.." (Hear them out.) "Well, Mr. Merchant, this is one of the easiest services you will ever deploy for your business. I can get you set up with three or four basic text messages without even having to use the computer. Let me show you how..." (Show them the mobile messaging set-up sheets and fill out three messages.)

Objection 8 - Long commitment

"I don't want to sign up for any long term commitments, no two-year contracts."

Overcoming:

"No problem. You don't have to make a yearly commitment! The service is billed monthly in 3 month terms. And now for a limited time you can get your first month for FREE when you sign up."

Objection 9 - Doesn't work

"I know someone who tried this and it didn't work for him."

Overcoming:

"Well, I don't know what your friend tried but I know the mobile advertising package works. Let me show you how it works with conventional advertising..." (Examples of ROI, Testimonials) "It's a very accountable medium and you can very accurately track the effect it is having on sales."

Objection 10 - Think about it

"I need some time to think it over."

Overcoming:

"OK, I can understand that. Can you tell me what you need to work through... is it the set-up and process; is it the messages you would be sending; is it how to build it into your current advertising; is it... (and go through all the aspects of the program – then address the exact objection)? "But realize that the sooner you start, the sooner you will get the benefits of increased sales traffic, more repeat sales and higher visibility in your community."

