SALES OBJECTIONS

SCENARIO 1: ARE YOU SCAM? / ARE YOU REAL? / HOW AM I SURE YOU ARE REAL

WHAT YOU SHOULD DO

Step 1: Tell the Customer this. "I understand your skepticism considering all that is going on in the country. However, I assure you that we are a legitimate business, registered in Nigeria, and certified by NAFDAC, and we have never scammed a single person in our 11 years of business operations"

Step 2: Proceed to send the customer a screenshot of the Business as captured on Google my Business

Step 3: Show the customer a picture of our products in one of the mainstream supermarkets

Step 4: Ask the customer to check out our online store on africanaturalistas.com/ourstore

Step 5: Tell the customer this "You can also go to our Instagram page and see the pictures of our CEO, Trichologist, Staff Members, and many of our customers"

Step 6: Tell the customer this "As you can see, it is totally impossible for us to scam you or anyone for that matter. We have never done that, and you won't be the first"

...Continue your sale with an open-ended question

SCENARIO 2: WILL THIS WORK? / HOW AM I SURE IT WILL WORK FOR ME? / I HAVE USED MANY PRODUCTS AND THEY DIDN'T WORK

WHAT YOU SHOULD DO

Step 1: Tell the Customer this. "I understand your skepticism considering all that you have gone through. However, I assure you that these products work"

Step 2: Tell the Customer this. "All the testimonials you see on our pages are real, and are from our clients."

Step 3: Tell the Customer this. "These are the products we also use for our clients at our Hair Clinic."

Step 4: Proceed to send the customer convincing Before and After pictures.

...Continue your sale with an open-ended question

SCENARIO 3: THE PRODUCTS IS TOO EXPENSIVE / THE PRICE IS TOO HIGH / I CANNOT AFFORD IT / I HAVE A CHEAPER OPTION

WHAT YOU SHOULD DO

Step 1: Tell the Customer this. "I understand how you feel about the price ma"

Step 2: Tell the Customer this. Please note that this is part of what we use to grow our client's hair at our hair clinic. So this is not Trial and Error for us

We are not selling you hair products. We are giving you an entire system to grow your hair and achieve results

When you get our products, you also get

- Your own regimen card
- The edge restoring checklist
- And so many other benefits such as 6-month access to our edge restoring course by our Trichologist

    We are also here to support you and hold your hand 24-7

...Continue your sale with an open-ended question

SCENARIO 4: DO YOU ACCEPT PAYMENT ON DELIVERY / I WILL ONLY PAY ON DELIVERY

WHAT YOU SHOULD DO

Step 1: Tell the Customer this. "I understand your skepticism ma, especially since you haven't bought from us before"

Step 2: Tell the Customer this. "Unfortunately, we are not the ones in charge of delivering, and our logistics partners do not receive payments on our behalf."

Step 3: Tell the Customer this. "Once we receive payment, we will process your order, we will pay the logistics company, they will pick up and then deliver to you."

Step 4: Ask the Customer this. "How will you like to proceed ma?"

Step 5: Wait for the customer's response. If she accepts to proceed, continue with your sale. If she insists on pay on delivery or ignores the sales process for 30 minutes, proceed to the next step

Step 6: Tell the Customer this. "Alternatively, you can always pick up from our factory yourself or organize you dispatch to pick up from our factory address below."

...Prepare to run Abandonment Cycle if customer doesn't continue the conversation

SCENARIO 5: I DON'T HAVE AN EMAIL ADDRESS / I DON'T WANT TO GIVE MY EMAIL ADDRESS TO YOU

WHAT YOU SHOULD DO

Send the customer this. "Okay ma'am. We will process you as a generic customer However, we will not be able to track your order history, calculate your rewards or loyalty points 🙏 "

P.S: If the customer asks why you need their email address, send the customer this

"We need your email to create your customer profile on our ERP, organize and send your invoice and receipts, record your sales, loyalty points, on other customer-related functions"