

6 Ways to Handle the “I’m Not Interested” BLOW OFF

By Mike Brooks



We use blow-off statements all the time. Think about your response to a sales rep at a department store who asks, “Can I help you find something?” Your typical response is probably something like “Oh, I’m just looking.” That response is not an objection (because the sales rep hasn’t pitched you anything yet); it’s simply a resistance statement designed to hold the rep at bay.

The key to handling resistance statements is not to try to overcome them, but instead to simply acknowledge and then move past them. That’s what the following “I’m not interested” rebuttals listed below teach you to do.

As with all scripts, you should adapt these to fit your product or service and your personal style. Once you have, practice, drill, and rehearse these until they become habit. Here are six ways to handle the “I’m not interested” blow off:

Remember, your goal here is not to overcome an objection, but instead to acknowledge this initial resistance and qualify for interest.

Response #1:

“That’s fine, _____. Many people I speak with tell me the same thing as well. And as they learn more about this (product/service) and see what it can really do for them, they are glad they took a few minutes to listen. One thing that would be a good fit for you is....” (Continue on with your pitch, briefly, and then ask a qualifying question like “Do you see how that would work for you?”)

Response #2:

“I didn’t expect you to be interested, _____; you don’t know enough about this yet. But like me and everyone else, I do know that you’re interested in (provide a benefit here—saving money, increasing production, return, etc.), and that’s why I’m calling. Let me ask you a quick question: if I could show you how you can (provide your unique benefit here) and even save you (time, money, etc.), wouldn’t you be happy you took a few minutes to find out how?”

Response #3:

“I know that, _____. Heck, if you were interested, you’d have called me! (Say this with a smile in your voice.) But seriously, I know you get a lot of calls. Every now and

then it makes sense to listen to the right call, and this is it.” (Continue with your value proposition and then ask a question like, “Do you think that would help you, too?”)

Response #4:

“_____, you probably get a lot of these calls, don’t you? You know, I get them too, and believe me, I don’t like it any more than you do. But every now and then I listen, because sometimes there is information out there that will benefit me. This is that kind of call for you. Let me ask you a quick question...” (Ask how they would like to improve, save money, or make more money by using your product or service.)

Response #5:

“Believe me, I’m with you. But the good news is that taking just 30 seconds with me right now could change the way you do business, and could help you (achieve your quotas, save thousands of dollars—whatever your product or service will do for them). In fact, let me share briefly with you how we’ve helped hundreds of companies just like yours...”

Response #6:

“That’s no problem, _____. I have a drawer full of clients who told me the same thing when I first called them. In fact, I’ll put you in touch with some of them if you want. But the point is this: if you’re like most people I speak with, you’re having trouble with (list the problems your product or service solves). In a couple of minutes, I can share with you the solutions to those problems that my other clients are enjoying right now. Let me ask you—if I can show you how you can (give benefit here), would it be worth a few minutes to find out how?”

Remember, the top sales producers in your company and industry have proven responses to the objections, resistance, and blow offs they encounter repeatedly. That’s how you’re going to move into that elite group as well. **N**

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