

Don't Get Jerked Around! 5 Closing Techniques For Rude, Obnoxious and Demanding Customers

Do you know what sets Superstar Sales Pros apart from the rest? There are many things, but the quality that I've seen time and again is their **unique ability to have great rapport with even the most challenging customers** – *the kind that average sales performers might refer to as "Jerks"*.

And yes, there are some real "jerks" out there – miserable people who just don't seem to like anyone. However, in most cases, customers who are jerks are not born that way – they are made to be that way.

They are tired of pushy salespeople who try to bullshit their way to a sale. They are disappointed after building a relationship with a sales rep that they have come to depend on, only to discover that rep was promoted or left the company and didn't even bother to maintain the relationship. And they are sick of being taken advantage of by smooth-talking salespeople who say all the right things, yet don't deliver.

You see, customers are under pressure every day too. They have to solve their client's problems, maintain a healthy work culture for their staff, and balance this with their own personal lives and families.

So, it's easy for them to feel calloused and disconnected from dime-a-dozen sales reps who are just out to make a sale.

The mid-level performer avoids these prospects like the plague. They don't want to deal with rude and obnoxious customers. *But the Superstar Sales Pro seeks out these demanding types because they know that if they can win their trust, they could have a customer for life.*

How do they move past the objections and into a relationship with these difficult customers? Let's take a look.

Respond – Don't React

Rude, obnoxious and demanding customers can be intimidating. But remember – *their bark is much worse than their bite.* You just have to endure the initial onslaught of offensive comments and negative energy. The key is to respond rather than react. And you can do that by following these simple steps:

1. **Slow down your response time.** After the customer has had their say, allow a moment of silence before you reply. This way you can take a breath, gather your thoughts and respond intelligently to what was said. Slowing down also helps you manage your tone – make sure that your volume is lower than your customer's. By doing this you throw water on their fire and remain calm and poised despite their tactics.
2. **Reply with questions.** You see, these customers want to put you on your heels and intimidate you. However, if you ask thoughtful questions it distracts them from this and forces them to think about what you said, especially if it pertains to their business needs.

3. **Never try to one-up the customer.** It is simply human nature to meet aggression with aggression. However, when you do, you might win the battle, but ultimately, you'll lose the war. So, as tempting as it may be to spar with them, stay focused on the buyer's needs and remember whom you are dealing with. Don't let your emotions get the best of you.

Avoid Saying "No"

People who are rude, obnoxious and demanding tend to get what they want because they are perfectly willing to make others feel uncomfortable until they do. Telling them "no" is like teasing a dog with a bone.

So, when you are faced with an unusual or unreasonable demand, what can you do? Instead, try one of these suggestions:

1. **Start with "It's Possible".** Technically *anything* is possible, right? If they are asking for something that you know you can't accommodate, present them with a few other options and put the ball back in their court. Let them know that what they are asking for could happen, but it would take a commitment on their end to even come close. *Give them an example, like how you make special accommodations for one of your best, high-volume customers – then offer a volume discount that will lock them into a long-term buying agreement.*
2. **Take The Toy Away.** Instead of simply saying "no", tell them your product may not be the best fit for them. If they want a deeply-discounted price, reiterate the quality and suggest that they might be better served by a lesser quality product. Assure them that you are looking out for their best interest. This way, you are not rejecting them – they are making the choice to walk away from something you have clearly positioned as better. *These customers usually want the best and they can't stand not having it.*

Feed Their Ego

Even if you know more than the customer does about a particular subject related to their business, don't let on that you do. These customers do not believe you're smarter than they are anyway, so don't even try. Instead:

1. **Compliment their knowledge.** Don't be patronizing towards these customers but do let them know that you appreciate learning from them. Tell them how often you experience customers who do not have this level of knowledge on the subject.
2. **Ask them questions.** You can either ask questions to gain information or ask their opinion on certain business situations. And if they are truly a resource, invite them to meet and speak to executives and product managers at your company. Leverage their knowledge and bravado. Develop them as a key opinion leader (KOL) to influence their peers and other customers.

Sale or No Sale...Follow Up!

One huge difference between the mid-level performer and the Superstar Sales Pro is that when they don't make the sale, the mid-level performer says, "good riddance!" However, *the Superstar follows up. Superstar Sales Pros know that following up, even with the rudest customers leads to fortune in all circumstances – sale or no sale.*

You see, rude, obnoxious and demanding customers appreciate follow-up just as much as any other customer. They know they can be a jerk and they recognize this makes most salespeople run the other direction. However, a professional follow-up email, phone call, or even a handwritten note thanking them for their time could even warm the heart of the Grinch who stole Christmas!

Plus, thanking them for their time and letting them know that you will follow up again in the future shows you aren't intimidated by them. And it proves that you sincerely want to help their business grow. And this makes you stand out in their mind. So, when you visit this customer again, you can expect to be received much differently this time. You see, ***the difference between pushy and persistence is technique.***

Don't Rush Them, and Don't Let Them Rush You

Finally, remember to take your time. Don't rush things. *These customers can be so abrasive that salespeople tend to skip the relationship building part.* It takes time to create these relationships, evaluate the business needs and qualify the buyer. If you really want to maintain a long-term relationship with the customer, **don't allow them to frustrate you or throw you off your game.**

If you don't take time to learn enough about their business or the problem they need help solving, you risk selling them the wrong solution. And this makes their attitude towards you and your company worse. Plus, if you haven't qualified the customer, you will get beat up on price.... every time.

If this kind of customer doesn't think you care about building the relationship, then you can expect to take unnecessary abuse and get beat up over price to make the sale.

The Superstar Sales Pro knows how to play the game.... how to slow the conversation down and respond intelligently, how to stroke the ego of the rude customer, and ***how to follow up with them even if they didn't get the sale.***

And that is why these so-called jerks love the Superstar Sales Pro, and why the average performer is always on the outside looking in with these customers. What's more, the referrals from these customers are the very best leads because their colleagues also know how hard they are to please. They are happy and relieved to do business with a skilled, trusted and audacious sales professional.

Polish your skills, keep showing up and stop getting jerked around!