

Overcoming Customer Objections



How Product Knowledge and Confidence Drive Sales Success at O.W. Lee

At O.W. Lee, our commitment to craftsmanship is only part of the equation. Equally important is how we communicate the value behind every product we make. We sat down with one of our seasoned sales representatives, Bob Wilk, to hear how he handles customer objections and transforms hesitation into confidence.

1. The Most Common Objections

Bob shared that there are a few recurring concerns customers raise when considering O.W. Lee's outdoor furniture:

- Rust on wrought iron and steel
- Durability
- Price
- Cushions—weather, maintenance, cleaning

These concerns are valid—and expected. But they're also prime opportunities to educate.

2. Turning Objections into Opportunities

The key, Bob says, is knowledge and confidence. "If you understand the processes we use to make the product, it's easy to transform the customer's objections."

He walks customers through:

- The strength and flexibility of wrought iron—how it combines timeless design with unmatched durability.
- Our premium materials, such as aircraft-grade aluminum and galvanized steel, selected for strength and rust-resistance.
- Our multi-step finishing process—including full-circumference welds, a 7-stage wash, zinc-rich primer, and powder coating—demonstrated using a finish-process stick.
- Our industry-leading warranties: 20 years on frames, 5 years on finishes, 5 years on cushions.



"When you show them, not just tell them, they begin to understand why our furniture is worth the investment."

3. The Objection That Surprised Him Most

"The rust concern really stood out," Bob admits. "Many sales staff struggle with it—and customers can tell when that confidence isn't there." (In reality, warranty claims due to finish issues are very rare—only 0.11% of overall sales. This fact can help boost confidence when shared with customers.)

That's why he emphasizes the importance of training and product knowledge. "When you're confident, the customer becomes confident too. And knowing our aluminum collections as an alternative gives you even more flexibility."

4. What Closes the Sale?

Bob doesn't rely on hard-selling. Instead, he highlights brand values that resonate:

- Over 75 years in business
- Made in the USA
- Handcrafted, heirloom-quality designs



Overcoming Customer Objections, cont'd



- The most comfortable outdoor cushions in the industry—indoor comfort for outside
- Best-in-class fire pits
- The best warranty in the industry

"These aren't just facts," Bob says. "They're trust-builders. They show the customer that we're not just another brand—we're the real deal."

5. Advice for Retailers: Know the Value

Bob's advice to fellow salespeople is simple but powerful:

"Understand what makes our furniture valuable—how it's built, what materials are used, and how that translates to long-term comfort, performance, and aesthetics." He continues, "You don't need to use every fact to close a sale, but you do need to believe in the product yourself. That belief is what sells."

And finally, Bob reminds retailers of the tools at their disposal:

- Take advantage of O.W. Lee's online training (less than an hour!)
- Regularly visit O.W. Lee's website and social media for fresh product information and videos
- Practice your O.W. Lee Sales Presentation until it becomes second nature
- Confidence is contagious

In the end, what sets a great salesperson apart is the ability to make a customer feel secure in their purchase. That security comes from trust, transparency, and the ability to clearly explain why O.W. Lee is worth it.

As Bob puts it: "It's not just about selling furniture. It's about helping customers understand they're investing in something truly built to last."

Resources

- O.W. Lee Training Module and Certification ([learn more](#))
- NEW Training Manual ([PDF](#) | [PPT](#))
- Sales & Marketing Tools
Ask your sales rep for more information or reach out to sales@owlee.com
 - Banners
 - Displays
 - Process Stick
 - Cutaway Substrate w/Tile
 - and more
- What's New in Dealer Portal ([link](#))
 - NEW Updated Spec Sheets
 - Social Media Posts & Videos
- Follow us on Social Media
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