PROFESSIONAL DEVELOPMENT TRAINING

Overcoming Objections Sales Training - 3hours

09 884 0762

REQUEST QUOTE

0.5 DAY COURSE

It is essential for sales professionals to skillfully overcome objections and manage difficult situations effectively to get the sale across the line.

The PD Training Overcoming Objections Sales Training Course provides precise training in handling objections, which include techniques to deflate objections, identifying unvoiced objections, finding common ground, and uncovering the root causes of objections. This training course teaches you how to turn sales objections into opportunities.

This is a practical class that is suitable for all audiences and provides people with the tools that they can apply on-the-job (and in other contexts) the very next day.

This is an instructor-led class that you can attend from home or your office.

We use secure Video Conferencing with interactive features such as live polling, screen sharing, whiteboards, live chat and breakout sessions. Please discuss your preferred platform, most commonly we use Microsoft Teams, Skype for Business, Webex or Zoom upon request.

These courses are facilitated in English, and are open to people from different industries across Australia, New Zealand, Singapore, Malaysia and Hong Kong - this is a short but powerful learning experience that gives you global collaboration opportunities.

Our trainers and processes have been refined to give you a personalised learning experience where it is specifically targeted to your needs see our outcomes in the reviews.

****Please note, these classes run to a very tight schedule, please follow the invitation and join the class 10-minutes prior to commencement so you are ready to participate and don't miss a minute!**

What You'll Gain:

Everyone who works in sales will run into sales objections. From retail employees on the sales floor to sales executives, people at every level of the business need to learn how to overcome sales objections. With the right training, it is possible to turn objections into opportunities. Investing in sales objection training will help improve sales and the company's bottom line.

Outcomes

By the end of this course, participants will:

- Understand the factors contributing to customer objections
- Learn how to overcome objections with a set of specific strategies
- Practise the different strategies for overcoming objections
- Learn how to dig up the "real reason" behind objections

Modules

Lesson 3: Seeing Objections as Opportunities

- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study

Lesson 5: Finding a Point of Agreement

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study

Lesson 6: Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study

Lesson 8: Unvoiced Objections

- How to Dig up the “Real Reason”
- Bringing Their Objections to Light
- Case Study

Talk to our expert team

Phone: 09 884 0762

Email: enquiries@pdtraining.co.nz