PROFESSIONAL DEVELOPMENT TRAINING

Overcoming Objections Sales Training

09 884 0762

REQUEST QUOTE

1.0 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 practical and engaging training course is available now throughout New Zealand, including Auckland, Wellington and Christchurch.

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
- Define the different 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
- Learn effective techniques for deflating objections & closing the sale
- Gain the confidence to handle objections and sell more

Modules

Lesson 1: Getting Started
- Pre-Assignment Review
- Action Plans and Evaluation

Lesson 2: Three Main Factors
- Skepticism
- Misunderstanding
- Stalling

Lesson 3: Seeing Objections as Opportunities
- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study

Lesson 4: Getting to the Bottom
- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- 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 7: Deflating Objections
- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study

Lesson 8: Unvoiced Objections
- How to Dig up the “Real Reason”
- Bringing Their Objections to Light
- Case Study

Lesson 9: The Five Steps
- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating

Lesson 10: Do's and Don'ts
- Do's
- Don’ts

Lesson 11: Sealing the Deal
- Understanding When It’s Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember

Lesson 12: Wrapping Up
- Words from the Wise
- Lessons Learned

Talk to our expert team

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