

## Overcoming Sales Objections

Experiencing a sales objection can be a disheartening event. Through this course your participants will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit.



Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.

### Course Outline:

#### Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Action Plans and Evaluation Forms

#### Module Two: Three Main Factors

- Skepticism
- Misunderstanding
- Stalling
- Module Two: Review Questions

#### Module Three: Seeing Objections as Opportunities

- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study
- Module Three: Review Questions

#### Module Four: Getting to the Bottom

- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- Case Study
- Module Four: Review Questions

**Module Five: Finding a Point of Agreement**

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study
- Module Five: Review Questions

**Module Six: Have the Client Answer Their Own Objection**

- Understand the Problem
- Render It Unobjectionable
- Case Study
- Module Six: Review Questions

**Module Seven: Deflating Objections**

- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study
- Module Seven: Review Questions

**Module Eight: Unvoiced Objections**

- How to Dig up the Real Reason
- Bringing Their Objections to Light
- Case Study
- Module Eight: Review Questions

**Module Nine: The Five Steps**

- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating Benefits
- Module Nine: Review Questions

**Module Ten: Dos and Don'ts**

- Dos
- Don'ts
- Module Ten: Review Questions

**Module Eleven: Sealing the Deal**

- Understanding When It's Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember
- Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations