



Handling Objections

Duration: 1 Days Course Code: HO100E

Overview:

Customer buying concerns and objections are a natural part of the sales cycle, the challenge is that many sales professionals fail to either recognise customer signs of resistance, or are not able to fully deal with the issue to move to customer agreement. The Handling Objections workshop is a hands-on 1-day session that is designed to help sales people recognise resistance and effectively deal with it to advance the sales process.

Objectives:

- **By the end of the workshop delegates will be able to:**
- Explain why objections occur.
- Recognise resistance based on the customers words and actions.
- Apply a 4-step process to handle common objections for their products or services.

Content:

Introduction	- Creating the right environment to deal with the objection.	Unit 3: Case Study Application
<ul style="list-style-type: none"> ■ Introduction to workshop and learning objectives. ■ Participant introductions and learning goals. ■ The value of customer resistance and objections. 	- Asking questions to understand the root cause.	<ul style="list-style-type: none"> ■ Your common objections. ■ Work group preparation and role play.
Unit 1: Recognising Objections	- Positioning your response.	Workshop Conclusion
<ul style="list-style-type: none"> ■ Why Objections Occur. ■ Recognising objections: Verbal signs, Non-Verbal signs, Para-verbal signs. 	- Gaining commitment.	Review of learning objectives.
Unit 2: The Handling Objections Process		Your commitment and next steps
<ul style="list-style-type: none"> ■ The four-step process for handling objections. 		

Further Information:

For More information, or to book your course, please call us on 0800/84.009

info@globalknowledge.be

www.globalknowledge.be