

Handling Objections

Duration: 1 Day 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:

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| ■ 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. |
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Content:

Introduction

- Introduction to workshop and learning objectives.

- Participant introductions and learning goals.
- The value of customer resistance and objections.
- Why Objections Occur.
- Recognising objections:
- The four-step process for handling objections.
- Creating the right environment to deal with the objection.
- Asking questions to understand the root cause.
- Positioning your response.
- Gaining commitment.
- Your common objections.
- Work group preparation and role play.
- Review of learning objectives.
- Your commitment and next steps.

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Unit 1: Recognising Objections

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- o Non-Verbal signs.

- o Para-verbal signs.

Unit 2: The Handling Objections Process

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Unit 3: Case Study Application

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Workshop Conclusion

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Further Information:

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