PROFESSIONAL DEVELOPMENT TRAINING

Overcoming Objections Sales Training

REQUEST QUOTE

1.0 DAY COURSE

PD Training's Overcoming Objections Sales Training course teaches you how to identify and overcome the various types of common sales objections and turn them into sales opportunities

By the end of this course, you will have learned how to: understand the factors that may cause customer objections to your offer, dig up the "real reason" behind sales objections, plan and practice the strategies to overcome objections, create a list of common objections in your industry, develop the confidence to handle objections, how close the sale and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

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
- Practice 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: Deflating Objections
- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study

Lesson 3: Three Main Factors
- Skepticism
- Misunderstanding
- Stalling

Lesson 4: Unvoiced Objections
- How to Dig up the “Real Reason”
- Bringing Their Objections to Light
- Case Study

Lesson 5: Seeing Objections as Opportunities
- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study

Lesson 6: The Five Steps
- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating

Lesson 7: Getting to the Bottom
- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- Case Study

Lesson 8: Do's and Don'ts
- Do's
- Don’ts

Lesson 9: 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 10: Sealing the Deal
- Understanding When It’s Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember

Lesson 11: Have the Client Answer Their Own Objection
- Understand the Problem
- Render It Unobjectionable
- Case Study

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

Talk to our expert team

Phone:

Email: