

Overcoming Sales Objections

"Treat objections as requests for further information." Brian Tracy

Experiencing a sales objection can be a disheartening event. Even the best quality services or items can be turned down since rejections will always occur no matter the item being sold or presented. Overcoming sales objections is therefore an essential part of the sales process, as it opens up a whole new set of opportunities. It can produce new sales and provide an ongoing relationship with new clients.

This course is designed to equip participants with techniques to eliminate objections, identify unvoiced objections, find common ground, and uncover the root causes of objections. They will also learn how to push through to get that sale.



Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Identify types of objections and the factors contributing to their occurrence.
2. Learn effective techniques of overcoming a sales objection.
3. Recognise the best time to close the sale.
4. Build confidence to handle any type of objection going forward.

WHO IS THIS FOR?

This course is suited for your sales and service teams and can be adapted across all levels.

COURSE CONTENT

1. Three main factors; skepticism, misunderstanding, stalling.
2. Seeing objections as opportunities; translating the objection to a question; translating the objection to a reason to buy.
3. Getting to the bottom; asking appropriate questions, common objections, basic strategies.
4. Finding a point of agreement; outlining features and benefits, identifying your USP, agreeing with the objection to make the sale.
5. Have the client answer their own objection; understand the problem, render it unobjectionable.
6. Deflating objections; bring up common objections first, the inner workings of objections.
7. Unvoiced objections; how to dig up the "Real Reason", bringing their objections to light.
8. The five steps; expect them, welcome them, affirm them, complete answers, compensating benefits.
9. Dos and don'ts.
10. Sealing the deal; understanding when it's time to close, powerful closing techniques, the power of reassurance, things to remember.

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