

Sales Training: Overcoming Objections to Nail the Sale

Most sales professionals are always looking for ways to overcome customer objections and close the sale. This workshop will help you teach participants how to plan, prepare, and execute proposals and presentations that address customer concerns, reduce the number of objections they encounter, and improve their batting average at closing the sale.

Specific learning objectives for participants include:

- Identify the steps you can take to build your credibility.
- Identify the objections that you encounter most frequently.
- Develop appropriate responses when prospective buyers throw you a curve.
- Learn ways to disarm objections with proven rebuttals that get the sale back on track.
- Learn how to recognize when a prospect is ready to buy.
- Understand how working with your sales team can help you succeed.

Introduction and Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Building Credibility

This session will discuss ways that participants can build their credibility, including first impressions, appearance, demonstrations, and testimonials.

Your Competition

Why talk about the competition? Because sooner or later every person in sales has to be aware of the fact that others are offering similar products and services. This session will talk about what research to do and how to make the most of it.

Critical Communication Skills

During this session, participants will learn how to ask good questions and listen effectively – two skills that are key to handling objections.

Observation Skills

A keen ability to observe your surroundings to better understand the situation is another useful skill to have, and participants will have the opportunity to work on it during this session.

Customer Complaints

This session will look at how customer complaints and how they can actually make anyone a better salesperson.

Overcoming Objections

Once participants have some basic skills and concepts mastered, they will explore what an objection is. They will also work in small groups to identify their most frequently encountered objections and they will brainstorm ways to respond to them.

Handling Objections

During this session, participants will learn some basic ways to respond to objections, including the Identify – Validate – Resolve strategy. Participants will also learn about nine specific objection handling strategies, including the Boomerang, FFF, and Show Your Hand.

Pricing Issues

This session will give participants ways to address the most common objection: price.

How Can Teamwork Help Me?

Many sales people treat their team as competition. This session will explore how teamwork can make you a better salesperson.

Buying Signals

During this session, participants will learn what signals indicate the buyer is ready to close.

Closing the Sale

This session will look at several different closing techniques and the top fifteen activities that make a person successful at closing the sale.

Workshop Wrap-Up

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.