

Handling Objections Workshop

Who Would Benefit

Sales people at all levels wishing to hone their closing skills.

Course Overview

Delegates will learn how to handle objections confidently. This workshop focuses on how to deal with the various levels of doubt and resistance we encounter when handling objections in selling and negotiating. Heavily practical in nature with lots of 'doing', content will be made up of a mixture of discussion, trainer demonstration and role plays to ensure a successful conclusion by handling objections professionally.

The day will address sales objections as part of the sales process and not barriers that simply create anxiety and doubt.

CPD Points: 6

Course Category: Management & Leadership

Recommended No. of Days: 1

Course Location: To be determined

The Course Includes:

- Defining objections
- Objection or buying signal?
- Selling attitude
- Your approach to objections
- Objections - 5 types
- Approach - the 4 P's
- Unearthing hidden objections
- Dealing with price Vs value
- Adding value
- Selling quality
- Handling a bad response
- Delegate exercises
- Personal development strategies
- Building confidence
- Delegate role plays and analysis

Learning Outcomes

At the end of this program the delegate can:

- Show how to handle resistance more effectively
- Demonstrate effective communication skills
- Apply problem solving techniques in the sale
- Explain how to deal with difficult situations
- Gain commitment & agreement