



Overcoming Objections to Nail the Sale

Description: If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale. This course will help you plan, prepare and execute proposals and presentations that address customer concerns, reduce the number of objections you encounter and improve your batting average at closing the sale. Topics discussed in this course include: Credibility, your competition, critical communication skills, observing, customer service complaints, overcoming objections, how can teamwork help, pricing issues, handling other objections, buying signals, closing the sale, closing techniques, and top fifteen activities that make you successful at closing the sale.

Session One: Course Overview.

Session Two: Building Credibility

Session Three: Your Competition

Session Four: Critical Communication Skills

- Active Listening
- Listening for Accuracy
- Powerful Questions

Session Five: Observation Skills

Session Six: Handling Customer Complaints

Session Seven: Overcoming Objections

- What are Objections?
- Attitude Check!
- Pre-Assignment Review.

Session Eight: Handling Objections

- Universal Strategies
- Specific Strategies

Session Nine: Pricing Issues

- The Most Common Objection
- Skill Building Exercise

Session Ten: How Can Teamwork Help Me?

Session Eleven: Buying Signals

Session Twelve: Closing the Sale

- Closing Techniques
- Top Fifteen Activities That Make You Successful at Closing the Sale
- Sell it to Me
- Presentations
- Workshop Wrap-Up