

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling

**Role-Playing Objection Handling
Module 3**





Job Descriptions

Develop roles clearly and completely across varying levels of experience

Agreements

Draft your business agreements across a variety of areas

KPI's

Performance indicator, a quantifiable measure of performance over time versus a specific objective.

Strategic tools

These tools are recognised the world over in business schools, consulting firms and companies who plan strategically.

Scorecards

Designed as functional or subject indicators across a variety off situations to enable performance of situational evaluation versus aligned standards.

Assessments

Assessments are designed around specific areas to conduct reviews and will center around a benchmark reviewing individuals or functions

Research

Research tools for sales and marketing engagement

Checklists

Designed around achieving milestones in a sequential manner.

Calculators

calculate the right ratios for businesses looking for benchmarks in a variety of situations

Analytical Tools

Interactive excel tools on specific business areas based on your data inputs delivered in a workbook model with instructions.

Content Modules

Best practice material in power point for use as a knowledge base in business training , planning and execution .

Templates

Templates are designed based gather information in a structured manner

Summary

Objection handling refers to the sales technique of addressing and overcoming concerns or hesitations raised by prospects during the sales process. It involves active listening, empathizing with the prospect's concerns, providing relevant information or solutions, and effectively communicating the value proposition to alleviate doubts and move the conversation forward towards a successful close.

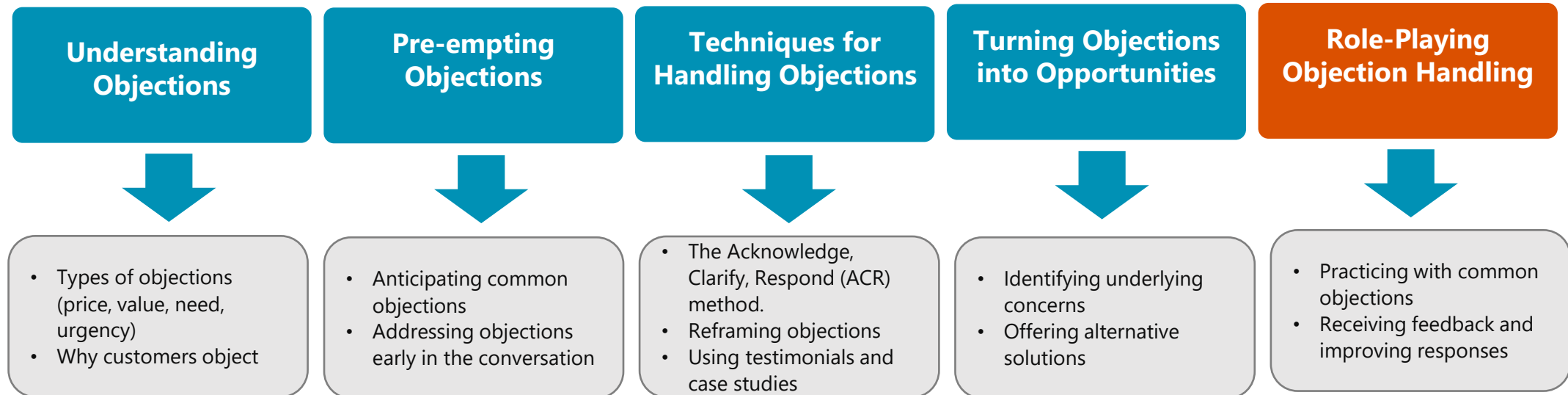


Comprehensive Sales Training Plan

Module 3 - Objection Handling.

Objective:

Train sales professionals to effectively handle objections and turn them into opportunities to close the sale.



Practicing with common objections

Role playing objection handling

Practicing with common objections.

Objective: Enhance sales professionals' skills in handling objections through practical exercises and constructive feedback, leading to improved confidence and effectiveness in real sales situations.

Setting Up Role-Play Scenarios

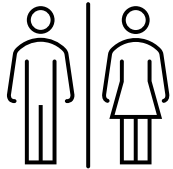
Objective: Create realistic and varied scenarios that simulate common objections.

Key Points:

- **Variety:** Include a range of objections such as price, value, need, and urgency.
- **Realism:** Base scenarios on actual customer interactions to ensure relevance.

Action:

- Develop a list of common objections encountered by the sales team.
- Create detailed scenarios with background information and context for each objection.
- Assign roles (salesperson, customer) and brief participants on their characters and objectives.



Conducting Role-Play Sessions

Objective: Practice handling objections in a controlled environment.



Key Points:

- **Repetition:** Allow multiple attempts to practice different techniques and responses.
- **Variation:** Rotate scenarios and roles to cover a wide range of situations and perspectives.

Actions:

- Conduct role-play sessions where participants practice handling objections.
- Encourage participants to use structured methods like the ACR method and other techniques.
- Rotate roles so each participant experiences both the salesperson and customer perspectives.

Role playing objection handling

Practicing with common objections.



Simulating Realistic Interactions

Objective: Ensure role-play exercises mimic real-life interactions as closely as possible.

Key Points:

- **Authenticity:** Encourage participants to act as realistically as possible.
- **Complexity:** Introduce complex objections that require thoughtful responses.

Actions:

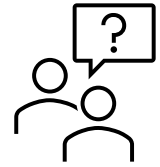
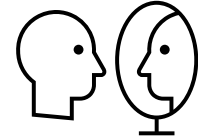
- Use realistic dialogue and scenarios to simulate actual sales conversations.
- Incorporate challenging objections that require in-depth handling and creative solutions.

**Receiving feedback
&
improving responses**

Role playing objection handling

Receiving feedback and improving responses.

Receiving Feedback and Improving Responses



Providing Constructive Feedback

Objective: Offer actionable insights and guidance to improve objection handling skills.

Key Points:

- **Specificity:** Give specific examples of what was done well and areas for improvement.
- **Positivity:** Balance constructive criticism with positive reinforcement.

Actions:

- Observe role-play sessions and take notes on performance.
- Provide feedback immediately after the session, focusing on specific behaviours and techniques.
- Highlight strengths and suggest concrete ways to address weaknesses.

Encouraging Self-Reflection

Objective: Promote self-assessment and personal growth.

Key Points:

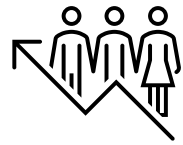
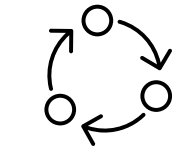
- **Reflection:** Encourage participants to reflect on their performance and identify areas for improvement.
- **Ownership:** Foster a sense of ownership over their development and learning process.

Actions:

- Ask participants to self-assess their performance after each role-play session.
- Use questions like, "What do you think went well?" and "What would you do differently next time?"
- Encourage participants to set personal goals for improvement.

Role playing objection handling

Receiving feedback and improving responses.



Refining Techniques and Approaches

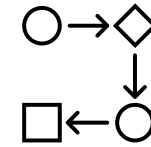
Objective: Continuously improve objection handling skills through practice and adaptation.

Key Points:

- **Iteration:** Allow for repeated practice with adjustments based on feedback.
- **Adaptation:** Encourage flexibility and adaptation of techniques to different scenarios.

Actions:

- Conduct follow-up role-play sessions to practice refined techniques.
- Encourage participants to experiment with different approaches and find what works best for them.
- Use feedback to guide adjustments and improvements in subsequent sessions.



Tracking Progress and Development

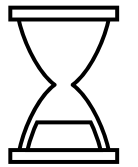
Objective: Monitor and measure improvement over time to ensure continuous growth.

Key Points:

- **Measurement:** Use metrics and observations to track progress.
- **Consistency:** Ensure regular practice and feedback to maintain and enhance skills.

Actions:

- Keep records of role-play sessions and feedback provided.
- Review progress periodically and adjust training methods as needed.
- Celebrate improvements and milestones to motivate participants.



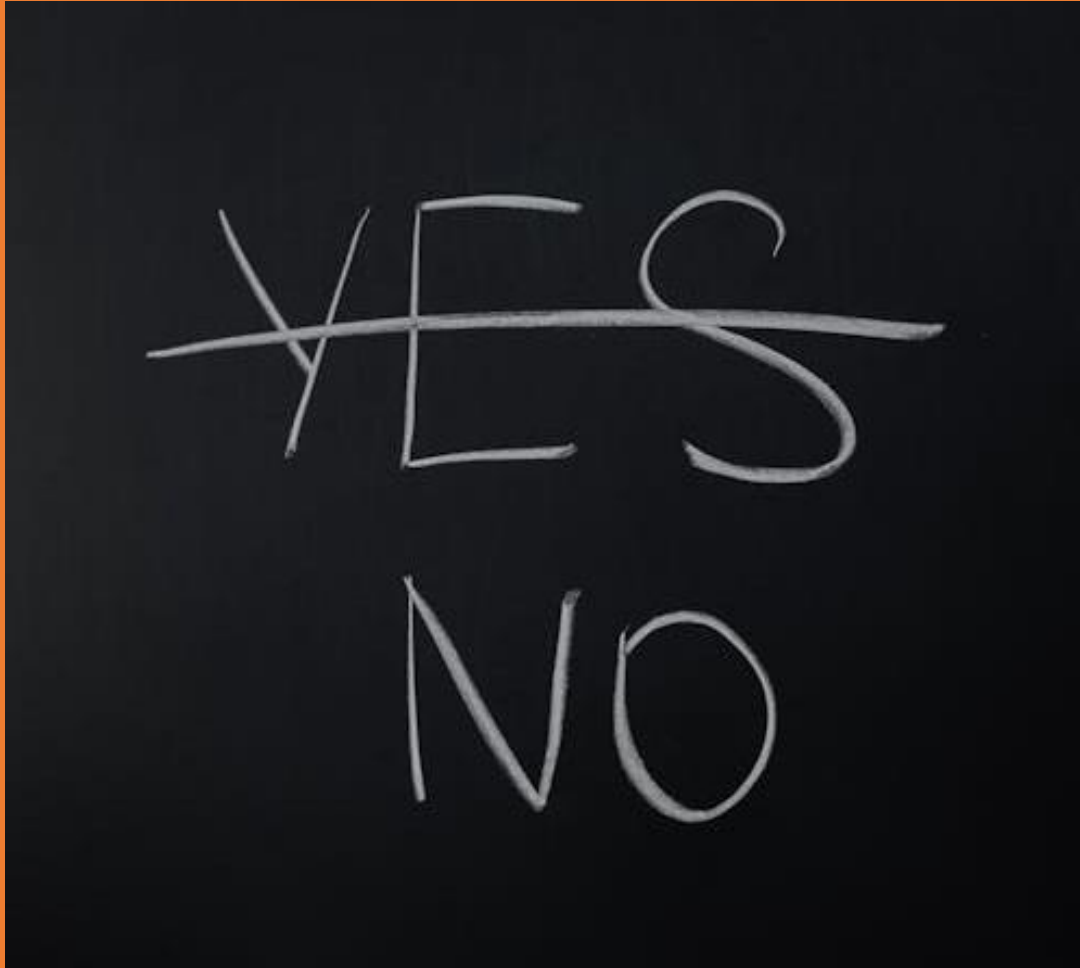
Role playing objection handling

Summation.

Role-playing objection handling involves practicing with common objections in realistic scenarios to enhance sales skills. Participants receive constructive feedback and self-reflect to improve their techniques.

Continuous practice and feedback help refine approaches, leading to increased confidence and effectiveness in real sales interactions.

QUIZ # 15042 Objection Handling



Please take the quiz on negotiation to complete your learning and certification on this module, Search on upskilPRO.com using 15042 to take the quiz

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