

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling

**Pre-empting Objections
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 of 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



upskii PRO
capability enhancement tools

Gain a competitive edge using the best tools and techniques to build a better you .

Pre-empting Objections

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.

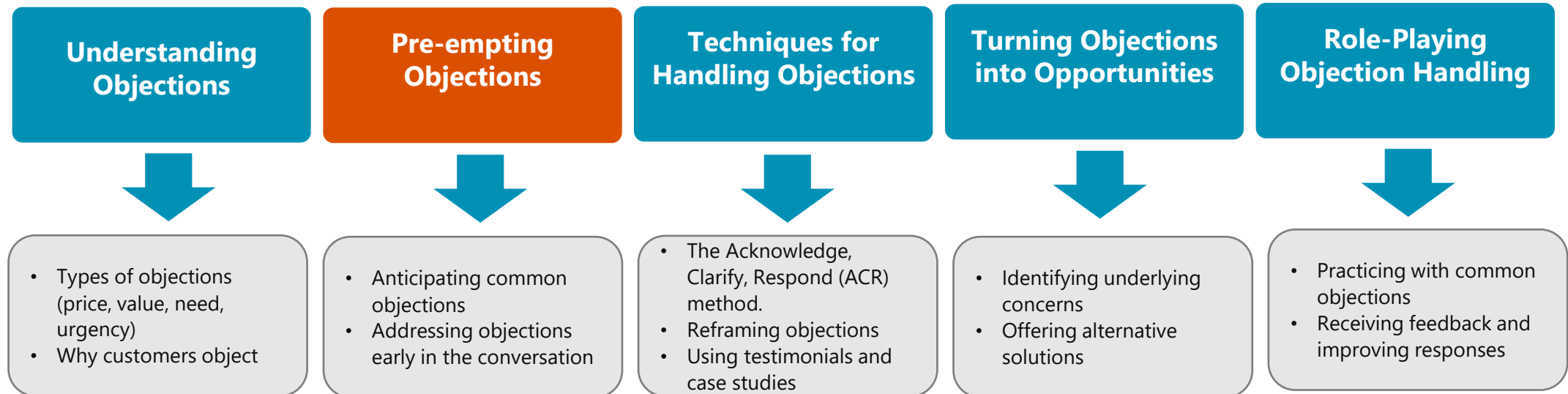


Comprehensive Sales Training Plan

Module 3 - Objection Handling.

Objective:

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



Pre-empting Objections

Anticipating common objections.

Anticipating common objections

Price Objections:

Description: Concerns about the cost of the product or service.

Anticipation Strategy:

- 1. Research Pricing Perceptions:** Understand common pricing perceptions in your industry.
- 2. Prepare Value Justifications:** Have data and examples ready to justify the cost.
- 3. Flexible Pricing Options:** Develop different pricing models, discounts, or payment plans to offer if needed.

Value Objections:

Description: Doubts about the product's or service's worth or return on investment.

Anticipation Strategy:

- 1. Understand Customer Priorities:** Know what the customer values most.
- 2. Prepare Case Studies and Testimonials:** Gather evidence of the product's effectiveness.
- 3. Quantify Benefits:** Be ready to present measurable benefits and ROI calculations.

Need Objections:

Description: Uncertainty about the necessity of the product or service.

Anticipation Strategy:

- 1. Assess Current Solutions:** Understand what solutions the customer currently uses.
- 2. Identify Gaps:** Determine where current solutions fall short.
- 3. Custom Solutions:** Tailor your product presentation to address specific gaps and needs.

Urgency Objections:

Description: Hesitation about the timing of the purchase.

Anticipation Strategy:

- 1. Create a Sense of Urgency:** Develop limited-time offers or highlight time-sensitive benefits.
- 2. Prepare Timeline Comparisons:** Show the benefits of acting now versus later.
- 3. Highlight Opportunity Costs:** Explain what the customer might lose by delaying the decision.

Addressing objections

Pre-empting Objections

Addressing Objections early in the conversation.

Lack of Information:

Description: Customers may not have enough details to make an informed decision.

Anticipation Strategy:

- 1. Provide Comprehensive Information:** Ensure all materials are thorough and clear.
- 2. Prepare FAQs:** Develop a list of frequently asked questions and detailed answers.
- 3. Offer Demonstrations:** Be ready to provide product demos and detailed walkthroughs.

Perceived Risk:

Description: Fear of making a wrong decision or facing negative consequences.

Anticipation Strategy:

- 1. Mitigate Risk:** Offer risk-free trials, guarantees, or clear return policies.
- 2. Share Success Stories:** Use testimonials and case studies to build confidence.
- 3. Highlight Support:** Emphasize post-purchase support and customer service excellence.

Prior Negative Experiences:

Description: Scepticism due to past negative experiences with similar products or services.

Anticipation Strategy:

- 1. Acknowledge the Past:** Understand and address past experiences directly.
- 2. Demonstrate Improvements:** Show how your product or service has evolved.
- 3. Build Trust:** Use credible references and endorsements to rebuild trust.

Comparison with Competitors:

Description: Perception that better options are available from competitors.

Anticipation Strategy:

- 1. Know Your Competitors:** Understand competitors' offerings thoroughly.
- 2. Highlight Unique Selling Points:** Emphasize what makes your product superior.
- 3. Competitive Analysis:** Be prepared with comparative data showing your advantages.

Pre-empting Objections

Addressing Objections early in the conversation.

Budget Constraints:

Description: Financial limitations preventing the purchase.

Anticipation Strategy:

- 1. Offer Flexible Financing:** Develop different financing and payment options.
- 2. Discuss ROI:** Show how the product can save money or generate revenue over time.
- 3. Prepare Justifications:** Have cost-benefit analyses ready to justify the expenditure.

Misalignment with Needs:

Description: Product or service does not fully meet the customer's specific requirements.

Anticipation Strategy:

- 1. Understand Needs Thoroughly:** Conduct in-depth needs assessments.
- 2. Custom Solutions:** Be ready to customize or adapt offerings.
- 3. Showcase Flexibility:** Highlight how your product can evolve with their needs.

Timing Issues:

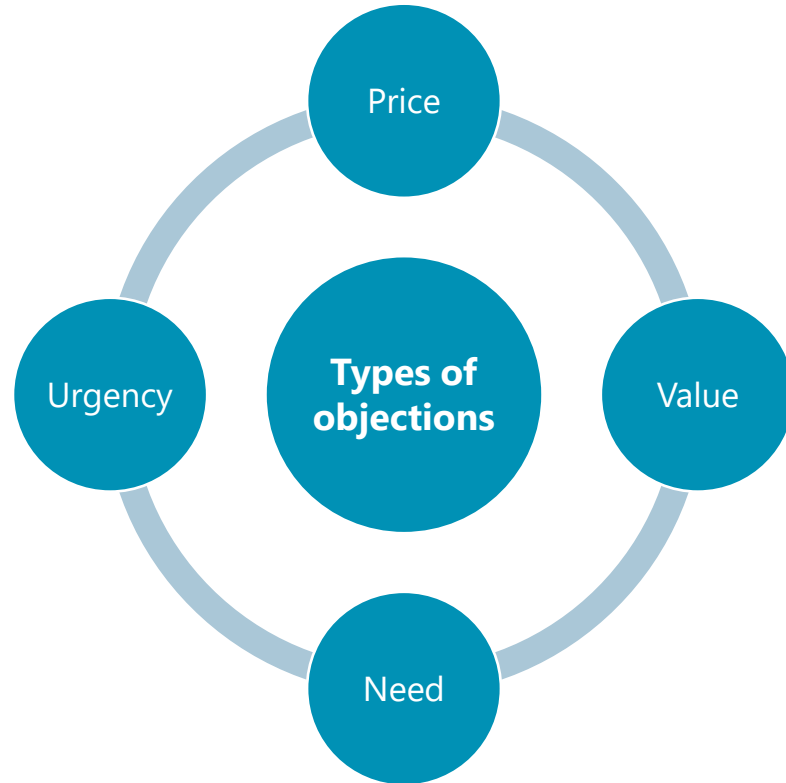
Description: Belief that the purchase can be deferred.

Anticipation Strategy:

- 1. Create Urgency:** Develop compelling reasons to act now.
- 2. Future-Proofing:** Show how the product will be beneficial long-term.
- 3. Time-Limited Offers:** Use discounts or special offers to encourage timely decisions.

Pre-empting Objections

Summation



Pre-empting objections in sales involves anticipating and addressing potential customer concerns before they are raised, enhancing the likelihood of a successful negotiation.

This proactive approach includes understanding the types of objections (price, value, need, and urgency) and why they occur (lack of information, perceived risk, prior negative experiences, competitor comparisons, budget constraints, misalignment with needs, and timing issues).

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