

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling

Turning Objections into Opportunities
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



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.

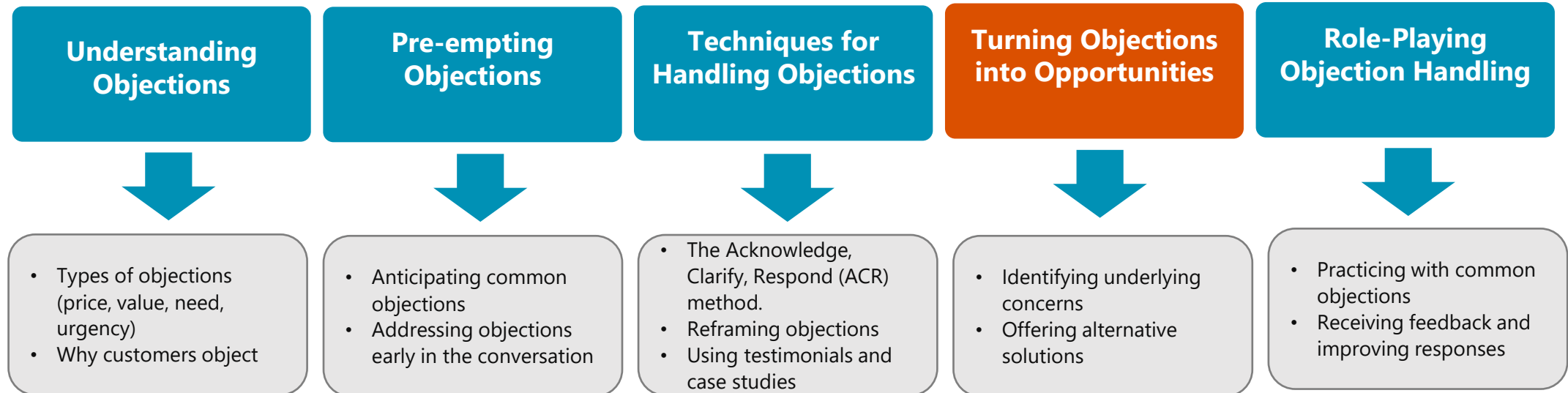


Comprehensive Sales Training Plan

Module 3 - Objection Handling.

Objective:

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



Identifying underlying concerns

Turning objections into opportunities

Identifying underlying concerns



Probing for Underlying Issues

Objective: Discover the root causes behind the customer's objections.

Key Points:

Active Listening: Pay close attention to the customer's words and emotions to understand the true nature of their concerns.

Questioning: Use open-ended questions to explore the customer's objections more deeply.

Actions:

- Ask probing questions such as, "Can you explain more about why you feel this way?" or "What specific aspects are you worried about?"
- Listen attentively to both verbal and non-verbal cues to identify any hidden concerns or hesitations.

Understanding Customer Priorities

Objective: Gain insights into what is most important to the customer.

Key Points:

- **Motivations:** Understand the customer's primary motivations and goals.
- **Concerns:** Identify the specific concerns that might be influencing their objections.

Actions:

- Discuss the customer's goals and priorities to understand their decision-making criteria.
- Use statements like, "Help me understand what's most important to you," or "What are your main priorities when considering this purchase?"

Restating the Objection

Objective: Confirm understanding and clarify the objection.

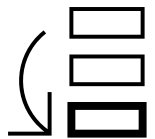


Key Points:

- **Paraphrasing:** Restate the objection in your own words to ensure accuracy.
- **Confirmation:** Ask for confirmation from the customer to validate your understanding.

Actions:

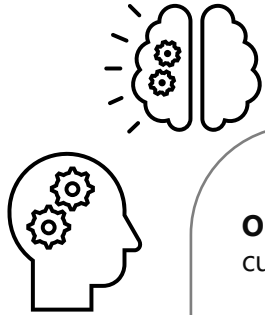
- Paraphrase the objection, e.g., "So, if I understand correctly, your main concern is about the cost?"
- Seek confirmation by asking, "Is that correct?" or "Did I get that right?"



Offering alternative solutions

Turning objections into opportunities

Offering alternative solutions



Brainstorming Alternatives

Objective: Develop creative solutions that address the customer's underlying concerns.

Key Points:

- **Flexibility:** Be open to exploring different approaches and adjustments to the offer.

Customization:

- Tailor solutions to fit the customer's unique needs and constraints.

Actions:

- Suggest various options such as different product configurations, service levels, or pricing models.
- Discuss potential adjustments, e.g., "What if we offered a phased implementation plan?" or "How about a trial period to evaluate the product's benefits?"

Presenting Alternatives Clearly

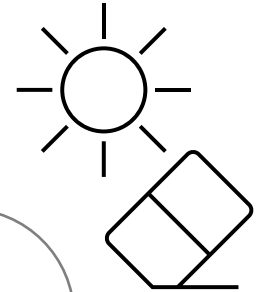
- **Objective:** Communicate alternative solutions in a clear and compelling manner.

Key Points:

- **Clarity:** Ensure the customer understands the proposed alternatives and their benefits.
- **Relevance:** Highlight how the alternatives directly address the customer's concerns.

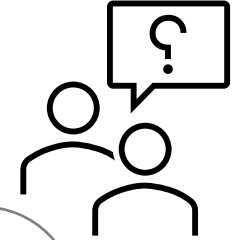
Actions:

- Use clear and concise language to explain the alternatives.
- Emphasize the benefits and how they alleviate the customer's specific objections, e.g., "This option provides you with more flexibility in payment while still offering full access to our services."



Turning objections into opportunities

Offering alternative solutions



Gauging Customer Response

Objective: Assess the customer's reaction to the proposed alternatives and adjust as needed.

Key Points:

- **Feedback:** Encourage the customer to share their thoughts on the alternatives.
- **Adjustment:** Be prepared to refine the solutions based on the customer's feedback.

Actions:

- Ask for the customer's opinion: "How do you feel about this alternative?" or "Does this solution work better for you?"
- Listen to their feedback and make necessary adjustments to better meet their needs.

Highlighting the Benefits

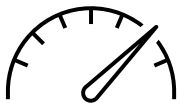
Objective: Reinforce the value of the alternative solutions.

Key Points:

- **Advantages:** Clearly articulate the advantages of the alternatives.
- **Alignment:** Show how the alternatives align with the customer's goals and priorities.

Actions:

- Use examples and success stories to illustrate the benefits of the alternatives.
- Link the alternatives back to the customer's primary concerns and priorities: "This solution not only addresses your cost concerns but also provides additional value by..."



Turning objections into opportunities

Summation

Turning objections into opportunities involves identifying the underlying concerns through active listening and probing questions, and then offering tailored alternative solutions that address these concerns.

Present alternatives clearly, gauge customer response, and highlight the benefits to align with their goals. This approach transforms objections into chances for deeper engagement and successful sales outcomes.

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling

Turning Objections into Opportunities
Module 3

