

Comprehensive Sales Training .

Handling objections is both an art and a science.



Objection Handling Module 3



1. **Understanding Objections**
2. **Pre-empting Objections**
3. **Techniques for Handling Objections**
4. **Turning Objections into Opportunities**
5. **Role-Playing Objection Handling**



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Microsoft & 3M managers.

Making life simpler for Sales & Marketing professionals.

UpskilPRO tools are designed in easy-to-use solutions, all you need to do is download the tool and get to work immediately. All UpskilPRO material has taken 100's of hours and many 1000's of \$ to build, all this expertise and content is brought to you for a fraction of the cost to help professionals enhance their capability.

core areas which are best suited to improve using our tools:

- Subject matter expertise
- Best practices
- Analytical output & charting
- Prioritization
- Process
- Training



Tools in one place to get 10X productive now.

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





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Comprehensive Sales Training Plan Module 3 - Objection Handling.

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.

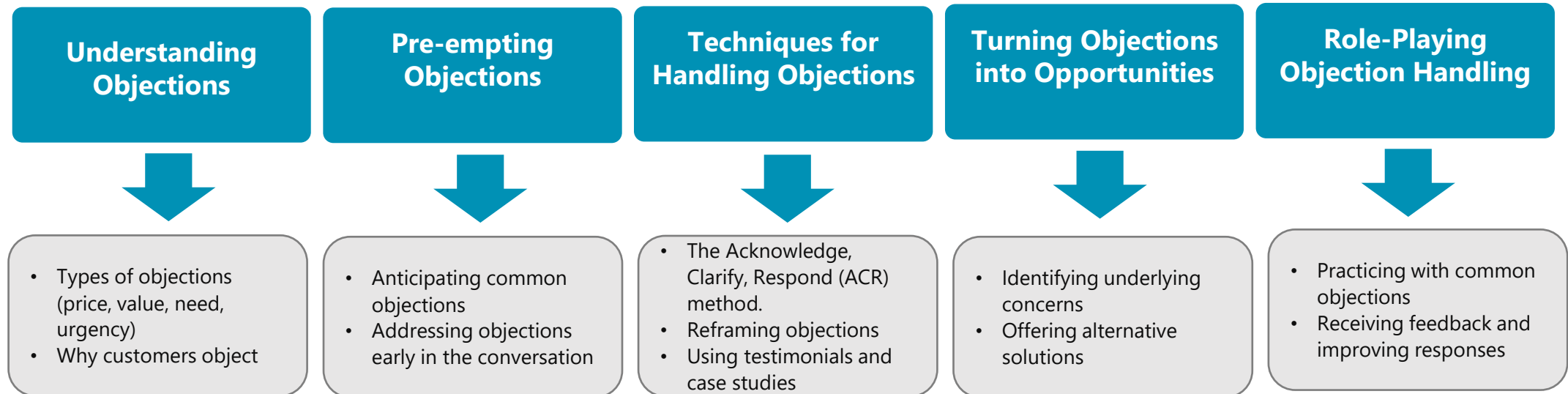


Comprehensive Sales Training Plan

Module 3 - Objection Handling.

Objective:

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



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Lesson Plan:

- 1. Understanding Objections**
 - Types of objections (price, value, need, urgency)
 - Why customers object
- 2. Pre-empting Objections**
 - Anticipating common objections
 - Addressing objections early in the conversation
- 3. Techniques for Handling Objections**
 - The Acknowledge, Clarify, Respond (ACR) method.
 - Reframing objections
 - Using testimonials and case studies
- 4. Turning Objections into Opportunities**
 - Identifying underlying concerns
 - Offering alternative solutions
- 5. Role-Playing Objection Handling**
 - Practicing with common objections
 - Receiving feedback and improving responses

Understanding Objections

Types of Objections.

Understanding Objections.

Types of Objections

Objective: To identify and understand the various types of objections customers may raise during a sales call, enabling better preparation and response strategies.

Key Steps:

a. Price Objections:

- **Description:** Concerns about the cost of the product or service being too high or not fitting within the budget.
- **Example:** "This is more expensive than we anticipated."

b. Value Objections:

- **Description:** Doubts about whether the product or service offers sufficient benefits or return on investment (ROI) to justify the cost.
- **Example:** "I'm not sure this will solve our problem effectively."

c. Need Objections:

- **Description:** Indications that the prospect does not perceive a need for the product or service, either because they are satisfied with their current solution or do not recognize the problem.
- **Example:** "We don't really need this right now."

d. Urgency Objections:

- **Description:** Hesitations related to timing, where the prospect feels that the purchase can be postponed or that there is no immediate need to decide.
- **Example:** "Can we revisit this next quarter?"

Understanding Objections

Why customers object.

Why Customers Object

Objective: To understand the underlying reasons behind customer objections, helping sales professionals address the real concerns effectively.

Key Steps:

a. Financial Constraints:

- **Reason:** The prospect may genuinely lack the budget or financial resources to make the purchase.
- **Response Strategy:** Offer flexible payment options or demonstrate the long-term savings and ROI.

b. Lack of Perceived Value:

- **Reason:** The prospect may not fully understand the benefits or how the product/service addresses their specific needs.
- **Response Strategy:** Clearly articulate the unique value propositions and provide case studies or testimonials.

c. Satisfaction with Current Solution:

- **Reason:** The prospect may be content with their existing solution and see no reason to change.
- **Response Strategy:** Highlight the comparative advantages and new features that surpass their current solution.

Understanding Objections

Why customers object.

d. Risk Aversion:

- **Reason:** The prospect may fear the risks associated with change, such as implementation challenges or potential disruptions.
- **Response Strategy:** Provide reassurances, such as risk mitigation strategies, trial periods, or strong customer support.

e. Misunderstanding or Misinformation:

- **Reason:** The prospect may have incorrect information or misconceptions about your product or service.
- **Response Strategy:** Correct the misinformation by providing clear and accurate information, possibly supported by evidence.

f. Lack of Authority:

- **Reason:** The prospect may not have the decision-making power and needs to consult with higher-ups or other stakeholders.
- **Response Strategy:** Facilitate introductions or meetings with decision-makers and provide detailed information that they can share.

g. Competing Priorities:

- **Reason:** The prospect may be dealing with other urgent priorities that take precedence over your offer.
- **Response Strategy:** Emphasize how your product or service can alleviate some of their current challenges and fit into their broader goals.

h. Timing Issues:

- **Reason:** The prospect may not see the immediate need and prefers to delay the decision.
- **Response Strategy:** Create a sense of urgency by highlighting the benefits of acting now, such as limited-time offers or immediate gains.

Understanding Objections

Summation.

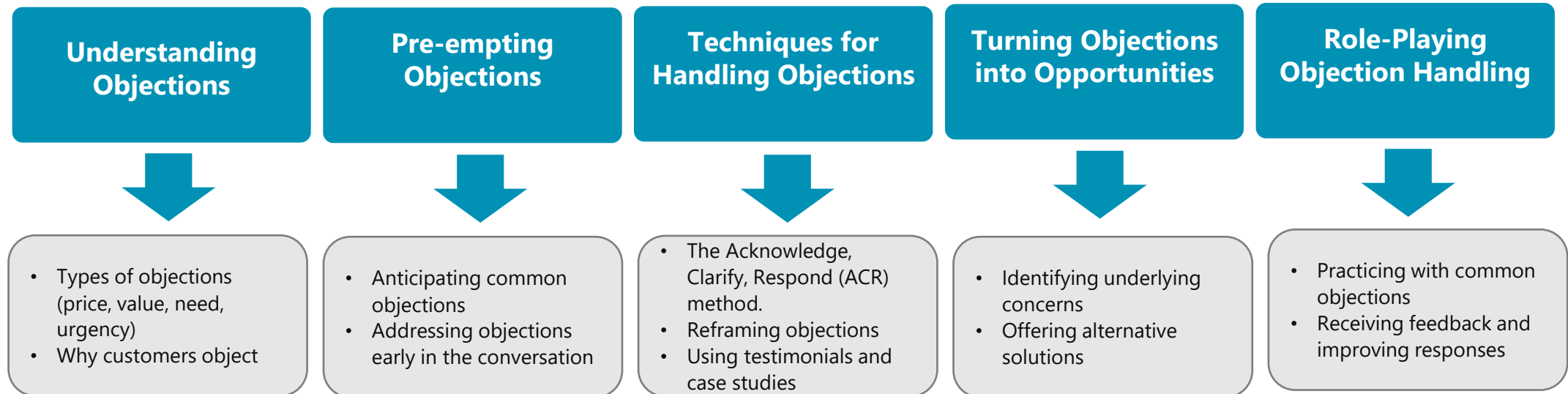
Understanding objections involves recognizing the types of objections that may arise and the reasons behind them. By identifying price, value, need, and urgency objections, and comprehending the underlying financial, perceptual, and situational factors, sales professionals can better prepare for and address these concerns. This approach not only helps in overcoming objections but also in building trust and credibility with the prospect, ultimately leading to successful sales outcomes.

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



Pre-empting Objections

Anticipating common objections.

Identifying Types of Objections

1. Price Objections:

1. **Description:** Concerns about the cost of the product or service.
2. **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.

2. Value Objections:

1. **Description:** Doubts about the product's or service's worth or return on investment.
2. **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.

3. Need Objections:

1. **Description:** Uncertainty about the necessity of the product or service.
2. **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.

4. Urgency Objections:

1. **Description:** Hesitation about the timing of the purchase.
2. **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.

Pre-empting Objections

Addressing Objections early in the conversation.

Understanding Why Customers Object

1. Lack of Information:

1. **Description:** Customers may not have enough details to make an informed decision.
2. **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.

2. Perceived Risk:

1. **Description:** Fear of making a wrong decision or facing negative consequences.
2. **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.

3. Prior Negative Experiences:

1. **Description:** Scepticism due to past negative experiences with similar products or services.
2. **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.

4. Comparison with Competitors:

1. **Description:** Perception that better options are available from competitors.
2. **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.

5. Budget Constraints:

1. **Description:** Financial limitations preventing the purchase.
2. **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.

6. Misalignment with Needs:

1. **Description:** Product or service does not fully meet the customer's specific requirements.
2. **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.

7. Timing Issues:

1. **Description:** Belief that the purchase can be deferred.
2. **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).

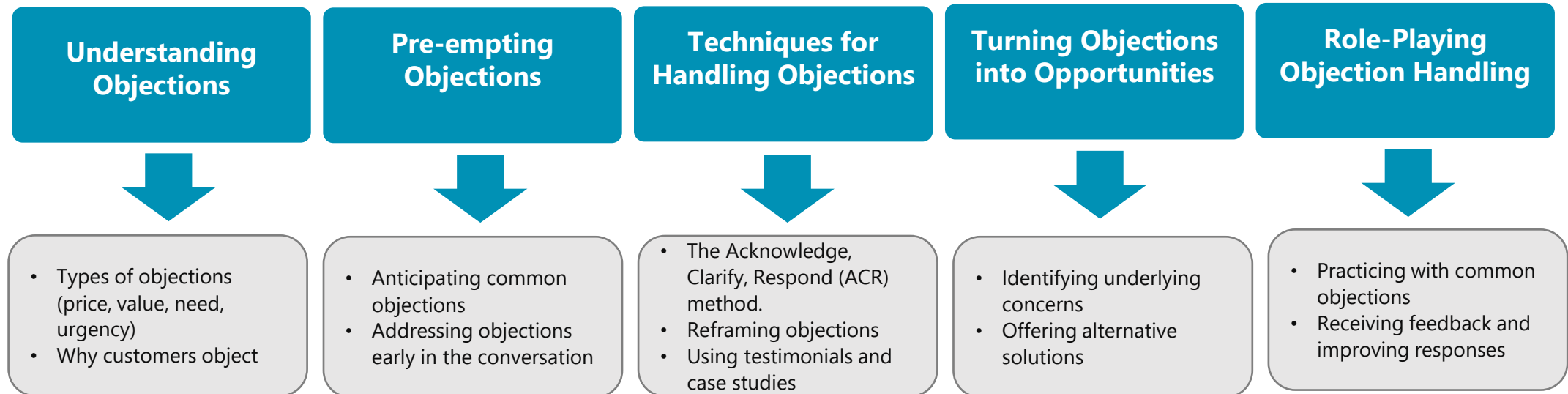
By preparing comprehensive information, highlighting unique selling points, offering flexible pricing and risk mitigations, and customizing solutions to align with customer needs, sales professionals can build trust, demonstrate value, and create a compelling case for timely decisions. This strategy not only addresses potential barriers but also fosters a positive and persuasive sales experience.

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.



Techniques for handling objections

Acknowledge , Clarify & Respond (ACR) Method

Techniques for Handling Objections

The Acknowledge, Clarify, Respond (ACR) Method

1. Acknowledge

1. **Objective:** Show the customer that you understand and respect their concerns.
2. **Key Points:**
 1. **Empathy:** Demonstrate empathy by acknowledging the customer's feelings and concerns.
 2. **Validation:** Validate the objection to make the customer feel heard and respected.
3. **Actions:**
 1. Use phrases like, "I understand why you might feel that way," or "I see how that could be a concern."
 2. Avoid dismissing or arguing against the objection initially; instead, show appreciation for their perspective.

2. Clarify

1. **Objective:** Ensure a clear understanding of the objection's specifics.
2. **Key Points:**
 1. **Questioning:** Ask open-ended questions to gather more details about the objection.
 2. **Restatement:** Paraphrase the objection to confirm your understanding.
3. **Actions:**
 1. Ask questions such as, "Can you tell me more about why you feel this way?" or "What specific aspects are you concerned about?"
 2. Restate the objection, e.g., "So, if I understand correctly, your main concern is the cost?"

Techniques for handling objections

Acknowledge , Clarify & Respond (ACR) Method

Techniques for Handling Objections

The Acknowledge, Clarify, Respond (ACR) Method , continued...

3. Respond

1. **Objective:** Address the objection with a tailored and effective response.
2. **Key Points:**
 1. **Information:** Provide relevant information or evidence that addresses the objection.
 2. **Solutions:** Offer solutions or alternatives that alleviate the customer's concerns.
3. **Actions:**
 1. Present data, testimonials, or case studies that counter the objection.
 2. Suggest alternative solutions or adjustments to the offer that might resolve the concern.
 3. Confirm the resolution by asking, "Does this address your concern?" or "How do you feel about this solution?"

Techniques for handling objections

Reframing objections

1. Turning Negatives into Positives

1. **Objective:** Shift the perspective of the objection to highlight a positive aspect.
2. **Key Points:**
 1. **Reinterpretation:** Change the way the objection is viewed, turning it into a benefit.
 2. **Focus on Strengths:** Emphasize the strengths of the product or service that counter the objection.
3. **Actions:**
 1. For a price objection, reframe by highlighting the long-term savings or value: "I understand that the initial cost seems high, but let's look at the savings you'll achieve over time."
 2. For a need objection, reframe by connecting to a broader benefit: "You might not need this feature now, but it ensures you're future-proofed as your needs grow."

2. Connecting to Core Benefits

1. **Objective:** Tie the objection to the core benefits that the customer values most.
2. **Key Points:**
 1. **Alignment:** Show how addressing the objection aligns with the customer's primary goals and values.
3. **Actions:**
 1. Reframe a value objection by linking it to key benefits: "While the upfront cost is higher, the increased efficiency and productivity can lead to significant gains."
 2. Use the customer's own priorities to reframe objections in a way that highlights alignment with their goals.

Techniques for handling objections

Using testimonials and case studies

1. Providing Social Proof

1. **Objective:** Leverage social proof to build trust and credibility.
2. **Key Points:**
 1. **Credibility:** Use real-life examples and endorsements to demonstrate product effectiveness.
 2. **Relevance:** Select testimonials and case studies that are relevant to the customer's industry or situation.
3. **Actions:**
 1. Share testimonials from similar customers who had the same objections but found success: "Here's what one of our clients in a similar situation had to say..."
 2. Present case studies that detail how specific objections were overcome and the benefits realized: "This case study shows how we helped a client with similar concerns achieve their goals."

2. Demonstrating Tangible Outcomes

1. **Objective:** Show tangible outcomes that directly address the objection.
2. **Key Points:**
 1. **Evidence:** Use detailed, quantifiable results to demonstrate the product's effectiveness.
 2. **Relatability:** Ensure the outcomes are relatable to the customer's business context.
3. **Actions:**
 1. Highlight specific metrics or improvements from case studies: "This client saw a 20% increase in efficiency within the first six months."
 2. Use visual aids such as charts, graphs, or videos to illustrate the success stories.

Techniques for handling objections

Summation

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Handling objections involves using the Acknowledge, Clarify, Respond (ACR) method to show empathy and address concerns, reframing objections to highlight positive aspects and align with customer values, and leveraging testimonials and case studies to build trust and demonstrate proven results.

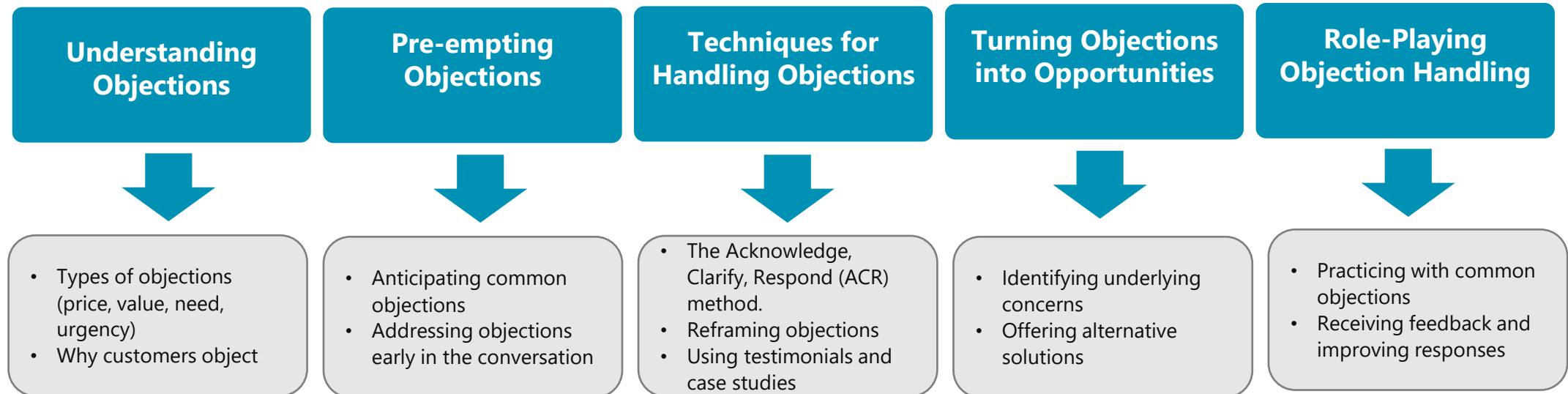
These techniques help transform objections into opportunities for deeper engagement and successful sales outcomes.

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Objective:

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



Turning objections into opportunities

Identifying underlying concerns

Turning Objections into Opportunities

Objective: Equip sales professionals with strategies to transform objections into opportunities for deeper engagement and successful sales outcomes.

Identifying Underlying Concerns

1. Probing for Underlying Issues

1. **Objective:** Discover the root causes behind the customer's objections.
2. **Key Points:**
 1. **Active Listening:** Pay close attention to the customer's words and emotions to understand the true nature of their concerns.
 2. **Questioning:** Use open-ended questions to explore the customer's objections more deeply.
3. **Actions:**
 1. Ask probing questions such as, "Can you explain more about why you feel this way?" or "What specific aspects are you worried about?"
 2. Listen attentively to both verbal and non-verbal cues to identify any hidden concerns or hesitations.

2. Understanding Customer Priorities

1. **Objective:** Gain insights into what is most important to the customer.
2. **Key Points:**
 1. **Motivations:** Understand the customer's primary motivations and goals.
 2. **Concerns:** Identify the specific concerns that might be influencing their objections.
3. **Actions:**
 1. Discuss the customer's goals and priorities to understand their decision-making criteria.
 2. Use statements like, "Help me understand what's most important to you," or "What are your main priorities when considering this purchase?"

Turning objections into opportunities

Identifying underlying concerns

3. Restating the Objection

3. **Objective:** Confirm understanding and clarify the objection.
4. **Key Points:**
 3. **Paraphrasing:** Restate the objection in your own words to ensure accuracy.
 4. **Confirmation:** Ask for confirmation from the customer to validate your understanding.
5. **Actions:**
 3. Paraphrase the objection, e.g., "So, if I understand correctly, your main concern is about the cost?"
 4. Seek confirmation by asking, "Is that correct?" or "Did I get that right?"

Turning objections into opportunities

Offering alternative solutions

1. Brainstorming Alternatives

1. **Objective:** Develop creative solutions that address the customer's underlying concerns.
2. **Key Points:**
 1. **Flexibility:** Be open to exploring different approaches and adjustments to the offer.
 2. **Customization:** Tailor solutions to fit the customer's unique needs and constraints.
3. **Actions:**
 1. Suggest various options such as different product configurations, service levels, or pricing models.
 2. 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?"

2. Presenting Alternatives Clearly

1. **Objective:** Communicate alternative solutions in a clear and compelling manner.
2. **Key Points:**
 1. **Clarity:** Ensure the customer understands the proposed alternatives and their benefits.
 2. **Relevance:** Highlight how the alternatives directly address the customer's concerns.
3. **Actions:**
 1. Use clear and concise language to explain the alternatives.
 2. 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

3. Gauging Customer Response

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

2. Key Points:

1. **Feedback:** Encourage the customer to share their thoughts on the alternatives.

2. **Adjustment:** Be prepared to refine the solutions based on the customer's feedback.

3. Actions:

1. Ask for the customer's opinion: "How do you feel about this alternative?" or "Does this solution work better for you?"

2. Listen to their feedback and make necessary adjustments to better meet their needs.

4. Highlighting the Benefits

1. **Objective:** Reinforce the value of the alternative solutions.

2. Key Points:

1. **Advantages:** Clearly articulate the advantages of the alternatives.

2. **Alignment:** Show how the alternatives align with the customer's goals and priorities.

3. Actions:

1. Use examples and success stories to illustrate the benefits of the alternatives.

2. 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.

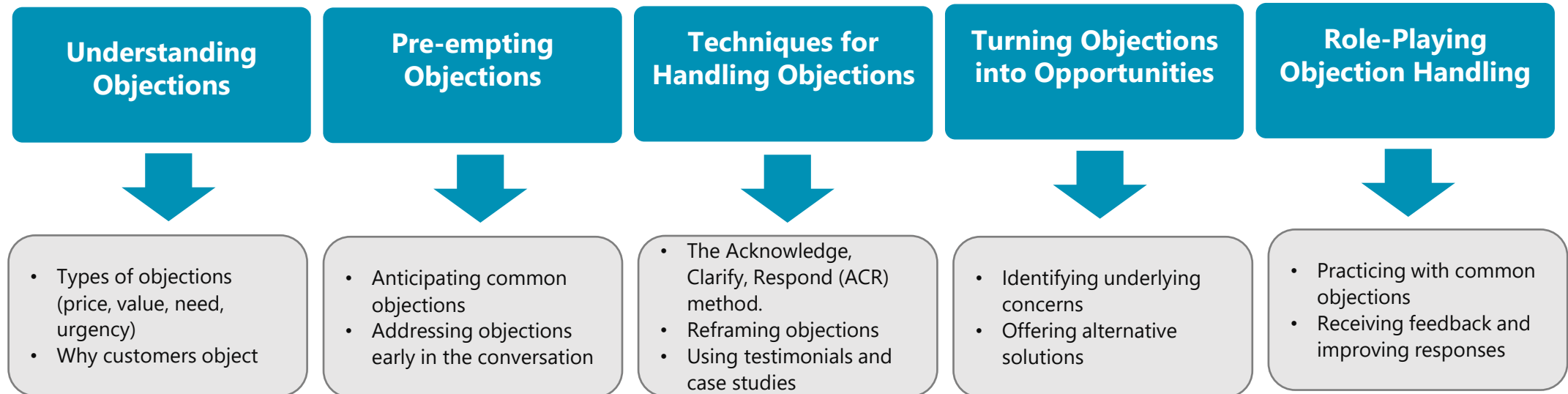
Present alternatives clearly, gauge customer response, and highlight the benefits to align with their goals. This approach transforms objections into chances for deeper engagement and successful sales outcomes.

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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.

Practicing with Common Objections

1. Setting Up Role-Play Scenarios

1. **Objective:** Create realistic and varied scenarios that simulate common objections.
2. **Key Points:**
 1. **Variety:** Include a range of objections such as price, value, need, and urgency.
 2. **Realism:** Base scenarios on actual customer interactions to ensure relevance.
3. **Actions:**
 1. Develop a list of common objections encountered by the sales team.
 2. Create detailed scenarios with background information and context for each objection.
 3. Assign roles (salesperson, customer) and brief participants on their characters and objectives.

2. Conducting Role-Play Sessions

1. **Objective:** Practice handling objections in a controlled environment.
2. **Key Points:**
 1. **Repetition:** Allow multiple attempts to practice different techniques and responses.
 2. **Variation:** Rotate scenarios and roles to cover a wide range of situations and perspectives.
3. **Actions:**
 1. Conduct role-play sessions where participants practice handling objections.
 2. Encourage participants to use structured methods like the ACR method and other techniques.
 3. Rotate roles so each participant experiences both the salesperson and customer perspectives.

Role playing objection handling

Practicing with common objections.

3. Simulating Realistic Interactions

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

1. Key Points:

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

2. Actions:

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

Role playing objection handling

Receiving feedback and improving responses.

Receiving Feedback and Improving Responses

1. Providing Constructive Feedback

1. **Objective:** Offer actionable insights and guidance to improve objection handling skills.
2. **Key Points:**
 1. **Specificity:** Give specific examples of what was done well and areas for improvement.
 2. **Positivity:** Balance constructive criticism with positive reinforcement.
3. **Actions:**
 1. Observe role-play sessions and take notes on performance.
 2. Provide feedback immediately after the session, focusing on specific behaviours and techniques.
 3. Highlight strengths and suggest concrete ways to address weaknesses.

2. Encouraging Self-Reflection

1. **Objective:** Promote self-assessment and personal growth.
2. **Key Points:**
 1. **Reflection:** Encourage participants to reflect on their performance and identify areas for improvement.
 2. **Ownership:** Foster a sense of ownership over their development and learning process.
3. **Actions:**
 1. Ask participants to self-assess their performance after each role-play session.
 2. Use questions like, "What do you think went well?" and "What would you do differently next time?"
 3. Encourage participants to set personal goals for improvement.

Role playing objection handling

Receiving feedback and improving responses.

3. Refining Techniques and Approaches

1. **Objective:** Continuously improve objection handling skills through practice and adaptation.
2. **Key Points:**
 1. **Iteration:** Allow for repeated practice with adjustments based on feedback.
 2. **Adaptation:** Encourage flexibility and adaptation of techniques to different scenarios.
3. **Actions:**
 1. Conduct follow-up role-play sessions to practice refined techniques.
 2. Encourage participants to experiment with different approaches and find what works best for them.
 3. Use feedback to guide adjustments and improvements in subsequent sessions.

4. Tracking Progress and Development

1. **Objective:** Monitor and measure improvement over time to ensure continuous growth.
2. **Key Points:**
 1. **Measurement:** Use metrics and observations to track progress.
 2. **Consistency:** Ensure regular practice and feedback to maintain and enhance skills.
3. **Actions:**
 1. Keep records of role-play sessions and feedback provided.
 2. Review progress periodically and adjust training methods as needed.
 3. Celebrate improvements and milestones to motivate participants.

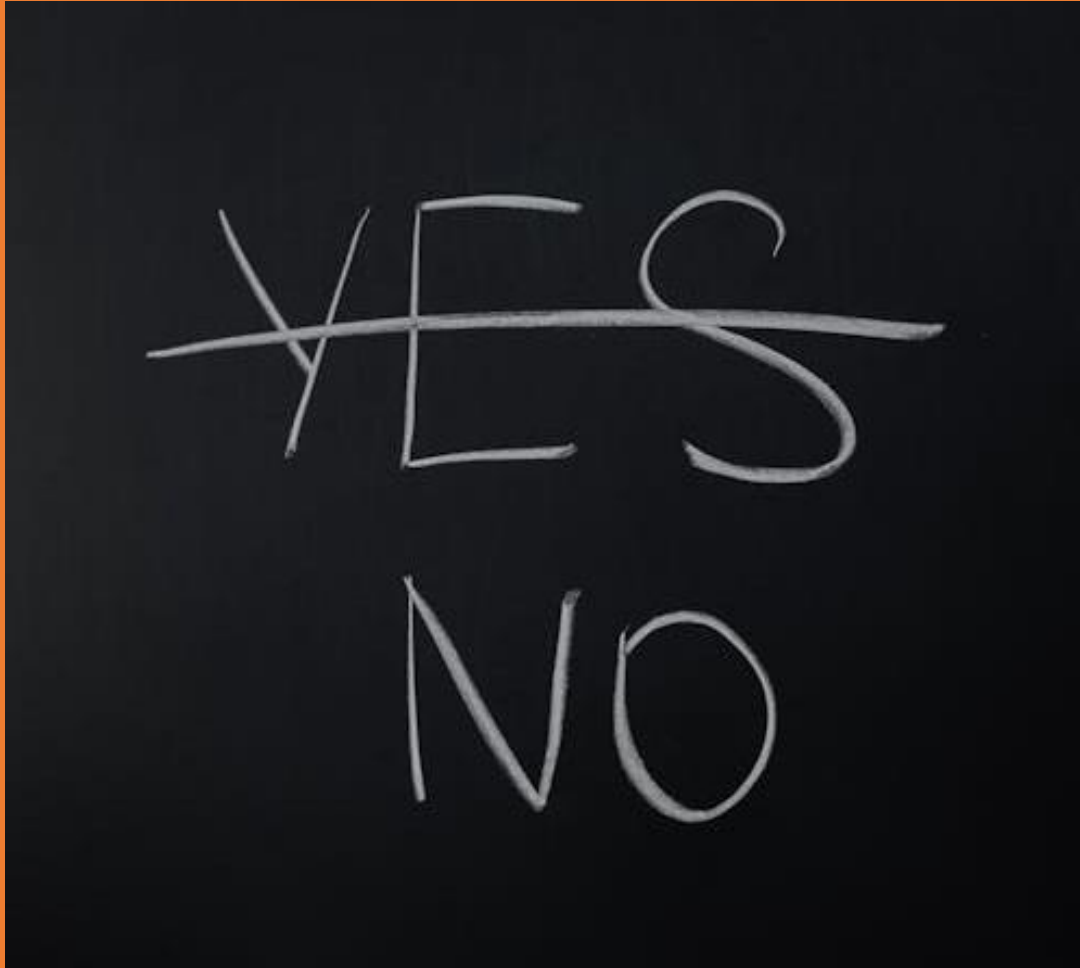
Role playing objection handling

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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