

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling Exercise



Exercise in Objection Handling
Outline steps
Reference File 7072

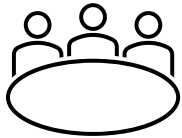
Exercise – Objection Handling #1

Determine , Understand , Verify & Handle.

Class Exercise 1: Role-Playing with Feedback

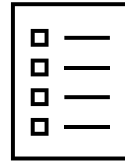
Objective: Practice objection handling in real-time and receive feedback to improve skills.

Instructions:



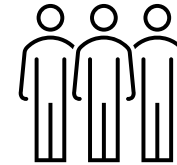
Divide the Class:

1. Split the class into pairs, with one person acting as the seller and the other as the buyer.



Provide Scenarios:

1. Give each pair a different objection scenario to work with. Examples include objections about price, product features, or delivery time.
2. Scenario Example: Buyer is concerned about the product's delivery time.



Role-Playing:

1. Seller begins by determining the objection: "Thank you for considering our product. Do you have any concerns or questions you'd like to discuss?"
2. Buyer raises an objection: "Yes, I'm concerned about the delivery time."
3. Seller delves deeper to understand: "Can you tell me more about why the delivery time is a concern for you?"
4. Buyer elaborates: "We need the product within a week for an upcoming project."
5. Seller verifies: "So, your main concern is ensuring the product arrives within a week to meet your project deadline. Is that correct?"
6. Buyer confirms: "Yes, that's right."
7. Seller handles: "We offer expedited shipping options that can ensure delivery within your required timeframe. Would you like to explore those options?"



Feedback Session:

1. After the role-play, each pair provides feedback to each other on what went well and areas for improvement.
2. Rotate roles and scenarios to allow everyone to practice both buyer and seller roles.

Exercise – Objection Handling #2

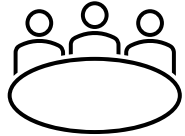
Determine , Understand , Verify & Handle.

Class Exercise 2: Group Workshop with Case Studies

Objective: Collaborate in groups to analyze and handle objections using case studies.

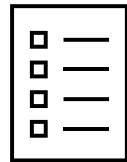
Instructions:

By engaging in these exercises, participants can enhance their objection handling skills through practical application and collaborative learning.



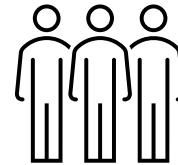
Form Groups:

1. Divide the class into small groups of 3-4 participants.



Distribute Case Studies:

1. Provide each group with a simple case study that includes a background story and specific objection raised by the buyer.
2. Case Study Example: A software company faces objections regarding the compatibility of their product with the buyer's existing systems.



Group Discussion:

1. Determine: Identify the initial objection in the case study. "The buyer is concerned about software compatibility."
2. Understand: Discuss and list potential root causes of the objection. "The buyer may have experienced compatibility issues with previous software."
3. Verify: Formulate questions to verify understanding. "Is the main concern that our software might not integrate seamlessly with your current systems?"
4. Handle: Develop tailored solutions to address the objection. "Our software has been tested for compatibility with various systems, and we offer a dedicated support team to assist with integration. We can also provide a trial period for you to test the compatibility yourself."



Present Solutions:

1. Each group presents their findings and proposed solutions to the class.
2. Other groups provide feedback and suggest additional ways to handle the objection.

Exercise in Objection Handling
Case Study
Reference File 7072

Techniques for handling objections

Case Study 1 : The Price Objection.

Background:

Eco Clean Solutions, a company that provides eco-friendly cleaning products, is in discussions with Green Earth Corp., a mid-sized business looking to switch to more sustainable cleaning solutions. Eco Clean Solutions has a strong reputation for quality and sustainability but comes with a higher price point compared to conventional cleaning products.

Scenario:

During a sales meeting, the representative from Green Earth Corp., Sarah, raises an objection regarding the price of Eco Clean Solutions' products.

Objection:

Sarah: "I'm really impressed with your products and their environmental benefits, but I'm concerned about the higher cost compared to our current cleaning supplies. We have a strict budget and need to ensure we're not overspending."

Group Exercise:

Determine:

1. Discuss how the sales representative can identify and acknowledge Sarah's price objection.
2. Example: "Thank you for your feedback, Sarah. I understand that staying within budget is crucial for your business. Can you tell me more about your budget constraints?"

Understand:

1. Delve deeper into Sarah's concerns about the price.
2. Example: "Can you share how your current cleaning supply costs compare to our products, and what specific budget limits you're working with?"

Verify:

1. Confirm the understanding of Sarah's objection.
2. Example: "So, your main concern is that our products might exceed your current budget and you're looking for ways to justify the additional expense. Is that correct?"

Handle:

1. Develop a strategy to address Sarah's price objection.
2. Example: "We understand the importance of cost management. Our products not only provide superior cleaning and environmental benefits but also reduce long-term costs through increased efficiency and reduced waste. We also offer bulk purchase discounts and flexible payment plans to help manage upfront costs. Would you be interested in a detailed cost-benefit analysis to see the potential savings over time?"

Techniques for handling objections

Case Study 2: The Feature Objection.

Background:

Tech Track Innovations, a company specializing in advanced project management software, is in negotiations with Dynamic Developments, a large construction firm. The construction firm is looking for software that can integrate with their current systems and improve project tracking and collaboration.

Scenario:

During a demonstration, the representative from Dynamic Developments, Mike, raises an objection regarding the features of TechTrack Innovations' software.

Objection:

Mike: "Your software looks impressive, but I'm concerned about its ability to integrate with our existing systems. We've invested a lot in our current infrastructure and need to ensure seamless integration."

Group Exercise:

Determine:

1. Discuss how the sales representative can identify and acknowledge Mike's feature objection.
2. Example: "Thank you for pointing that out, Mike. I understand that integration with your existing systems is vital. Can you share more about the specific systems you're using?"

Understand:

1. Delve deeper into Mike's concerns about the software features.
2. Example: "Can you tell me more about the integration capabilities you're looking for and any past experiences you've had with integration issues?"

Verify:

1. Confirm the understanding of Mike's objection.
2. Example: "So, your primary concern is ensuring that our software can integrate seamlessly with your existing infrastructure to avoid any disruption. Is that correct?"

Handle:

1. Develop a strategy to address Mike's feature objection.
2. Example: "Our software is designed with integration in mind and supports a wide range of systems, including those similar to yours. We offer a dedicated integration support team to assist with the process and ensure a smooth transition. Additionally, we can arrange a pilot program to test the integration in your environment. Would you be open to scheduling a technical consultation to explore this further?"

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