

Comprehensive Sales Training .

Handling objections is both an art and a science.

Objection Handling

**Understanding Objections
Module 3**





upskii PRO
capability enhancement tools

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

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

Comprehensive Sales Training

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.

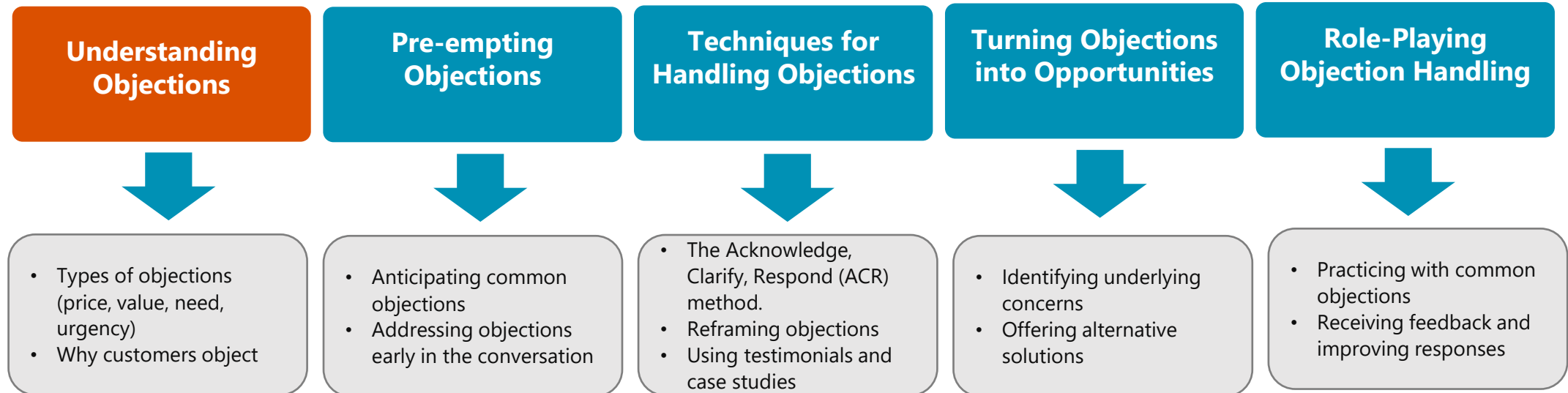


Comprehensive Sales Training Plan

Module 3 - Objection Handling.

Objective:

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



Types of Objections

Understanding Objections

Types of Objections.

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

Lesson Plan:

Understanding Objections

- Types of objections (price, value, need, urgency)
- Why customers object

Pre-empting Objections

- Anticipating common objections
- Addressing objections early in the conversation

Techniques for Handling Objections

- The Acknowledge, Clarify, Respond (ACR) method.
- Reframing objections
- Using testimonials and case studies

Turning Objections into Opportunities

- Identifying underlying concerns
- Offering alternative solutions

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.

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."

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."

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."

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?"

Why customers object

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.

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.

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.

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.

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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.

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.

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.

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.

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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