



Overcoming Sales Objections



Overcoming Sales Objections Training Course Outline

Foreword:

Everyone who works in sales will run into sales objections. From retail employees on the sales floor to sales executives, people at every level of the business need to learn how to overcoming sales objections. With the right training, it is possible to turn objections into opportunities. Investing in sales objection training will help improve sales and the company's bottom line.

Course Length

1-day

Learning Outcomes

By the end of this course, participants should be able to:

- Understand the factors that contribute to customer objections
- Define different objections
- Recognise different strategies to overcome objections
- Identify the real objections
- Find points of interest
- Learn how to deflate objections and close the sale

Overcoming Sales Objections Training Course - Lesson 1

Getting Started

- Pre-Assignment Review
- Action Plans and Evaluation Forms

Overcoming Sales Objections Training Course - Lesson 2

Three Main Factors

- Scepticism
- Misunderstanding
- Stalling

Overcoming Sales Objections Training Course - Lesson 3

Seeing Objections as Opportunities

- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study

Overcoming Sales Objections Training Course - Lesson 4

Getting to the Bottom

- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- Case Study



Overcoming Sales Objections Training Course - Lesson 5

Finding a Point of Agreement

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study

Overcoming Sales Objections Training Course - Lesson 6

Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study

Overcoming Sales Objections Training Course - Lesson 7

Deflating Objections

- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study

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Unvoiced Objections

- How to Dig up the "Real Reason"
- Bringing Their Objections to Light
- Case Study

Overcoming Sales Objections Training Course - Lesson 9

The Five Steps

- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating Benefits

Overcoming Sales Objections Training Course - Lesson 10

Dos and Don'ts

- Dos
- Don'ts

Overcoming Sales Objections Training Course - Lesson 11

Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember

Overcoming Sales Objections Training Course - Lesson 12

Wrapping Up

- Words from the Wise
- Lessons Learned

Overcoming Sales Objections Training is one of the Professional Development Training Courses delivered by **contract trainers** in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

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