

Course Outline

Sales Objection Training

Specific Learning goals for participants include:

- Identify the actions you can take to build your credibility.
- Identify the objections that you encounter most frequently.
- Develop appropriate responses when prospective buyers throw you a curve.
- Learn strategies to disarm objections with proven rebuttals that get the sale back on course.
- Learn to recognize when a prospect is prepared to buy.
- Describe how working with your earnings Staff can help you succeed.

Course Overview

Students Will have a chance to identify their personal learning goals. Participants spend the first part of the day discussing what's going to take place during the program.

Building Credibility

This session will discuss ways that participants can build their authenticity, such as first impressions, look, presentations, and testimonials.

Your Competition

Why Talk about the contest? Because sooner or later every individual in sales has to know about how others are offering similar services and products. This session will discuss what research to do and how to take advantage of it.

Critical Communication Skills

During This session, participants will learn how to ask good questions and listen effectively — two skills which are crucial to handling objections.

Observation Skills

A keen ability to observe your environment to better understand a situation is another helpful skill to possess, and participants will have the chance to work on it through this session.

Customer Complaints

This session will examine how customer complaints and how they could actually make anyone a better salesperson.

Overcoming Objections

Once Participants have some basic skills and concepts mastered, they'll explore what an objection is. They may also work in small groups to identify their most frequently encountered objections and they'll brainstorm strategies to react to them.

Handling Objections

During this session, participants will learn some fundamental techniques to answer objections, such as the Identify — Validate — Resolve strategy. Participants will also learn about nine specific objection handling strategies, such as the Boomerang, FFF, and Show Your Hand.

Pricing Issues

This session provides participants ways to tackle the most common objection: cost.

How Can Teamwork Help Me?

Many Sales people treat their staff as competition. This session will explore how teamwork can make you a better salesperson.

Buying Signals

During this session, participants will discover how to understand when the purchaser is prepared to close.

Closing the Sale

This session will look at a number of different closing methods and the top fifteen actions which make someone successful at closing the purchase.

Course Wrap-Up

At the end of the program, students will have a chance to ask questions and complete an action plan.

This course can be fully customised for your business team.
Please contact us for more details and our team will be happy to assist.

www.paramountplus.com.au
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