



## Negotiation and Objections

It can be difficult to hear about objections to your product. As pressure mounts on both you and the company, it seems like you will have to do everything possible to please the customer. It can make it difficult to sell and even cause you to question your sales skills.

There are some easy strategies that you can learn to be able to overcome nearly any objection. Whether it is a price orientated customer, or a cultural difference with negotiation techniques. We can assist your team to build value and improve the likelihood of a closed deal with your customers.

This session can be tailored no matter the level of negotiation. From simple retail objection handling to more harder sales involved in dealership sales or real estate. Learn more with the outline below.

### **Course Overview**

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

### **Three Main Factors**

In this session, participants will learn the three main factors of objections and its impact to negotiations.

### **Finding a Point of Agreement**

In this session, participants will learn how to find point of agreement as this is necessary for negotiation.

### **Have the Client Answer Their Own Objection**

This session will focus on letting the clients answer their own objections.

### **Deflating Objections**

In this session, participants will be taught with the ways to deflate and reduce sales objections.

### **The Five Steps**

In this session, participants will be able to know the five steps of negotiation as it will help to have more sales.

### **Dos and Don'ts**

During this session, participants will be taught about what should be done and avoided during negotiations to achieve the ultimate goal.

### **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725