

## OVERCOMING OBJECTIONS SALES TRAINING

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Overcoming  
Objections Sales  
Training Course



**COURSE LENGTH: 1.0 DAYS**

Objections are common in a normal sales process in Singapore as customers usually try to get the best deal at the best price. Sometimes these objections are real concerns expressed by the client, and sometimes a client will use objections to stop the sales process full-stop for a variety of reasons.

This Overcoming Objections Sales training course will help you understand the factors contributing to customer objections, define the different objections, learn how to overcome objections with a set of specific strategies, gain effective techniques for deflating objections and closing the sale and much more! This Overcoming Objections Sales training course can be delivered at your premises anywhere in Singapore by one of our expert local or international trainers.

Contact us today for a group quote.

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## OVERCOMING OBJECTIONS SALES TRAINING COURSE OUTLINE

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### FOREWORD

Effective sales people in Singapore know exactly how to overcome common sales objections and don't take them personally. They are always prepared for sales objections and maintain composure despite the situation.

They are aware of their competitors' strengths and weaknesses, as well as the strengths and weaknesses of their products or services, and use this data when attempting to overcome sales objections.

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 overcome 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.

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### OUTCOMES

*By the end of this course, participants will:*

- Understand the factors contributing to customer objections
- Define the different objections
- Learn how to overcome objections with a set of specific strategies
- Practice the different strategies for overcoming objections
- Learn how to dig up the "real reason" behind objections
- Learn effective techniques for deflating objections & closing the sale
- Gain the confidence to handle objections and sell more

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### MODULES

#### Lesson 1: Getting Started

- Pre-Assignment Review
- Action Plans and Evaluation

#### Lesson 2: Three Main Factors

- Skepticism
- Misunderstanding
- Stalling

#### Lesson 3: Seeing Objections as Opportunities

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

#### Lesson 4: Getting to the Bottom

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

### 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

### Lesson 6: Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study

### Lesson 7: Deflating Objections

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

### Lesson 8: Unvoiced Objections

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

### Lesson 9: The Five Steps

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

### Lesson 10: Do's and Don'ts

- Do's
- Don'ts

### Lesson 11: Sealing the Deal

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

### Lesson 12: Wrapping Up

- Words from the Wise
- Lessons Learned

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## WEB LINKS

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- [View this course online](#)
- [In-house Training Instant Quote](#)