PROFESSIONAL DEVELOPMENT TRAINING

Overcoming Objections Sales Training

3158 3955

REQUEST QUOTE

1.0 DAY COURSE

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.

What You'll Gain:

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.

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

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

Lesson 10: Do's and Don'ts
- Do's
- Don’ts

- Compensating

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

Talk to our expert team

Phone: 3158 3955

Email: enquiries@pdtraining.com.sg