PROFESSIONAL DEVELOPMENT TRAINING

Overcoming Objections Sales Training

5808 8521

REQUEST QUOTE

1.0 DAY COURSE

Effective sales people in Hong Kong 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 overcoming sales objections.

This Overcoming Objections Sales training course will help you understand the factors contributing to customer objections, define the different types of 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 training course is now available in Hong Kong.

This Overcoming Objections Sales training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology.

For onsite training at your location, please click on the Group Training Quote button, or contact us today for a free personalised quote!

What You'll Gain:

Everyone who works in sales will run into sales objections. From retail employees on the sales floor to business development 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 top-line sales, increasing the company's bottom line and giving your sales force more confidence to find bigger opportunities.

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
- 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

Talk to our expert team

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