

Overcoming Sales Objections

Experiencing a sales objection can be a disheartening event. Through this course your participants will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit. Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.

Course Outline

- Three Main Factors
- Seeing Objections as Opportunities
- Getting to the Bottom
- Finding a Point of Agreement
- Have the Client Answer Their Own Objection
- Deflating Objections
- Unvoiced Objections
- The Five Steps
- Dos and Don'ts
- Sealing the Deal

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Understand the purpose and benefits of office politics.
- Understand the factors that contribute to customer objections.
- Define different objections.
- Recognize different strategies to overcome objections.
- Identify the real objections.
- Find points of interest.
- Learn how to deflate objections and close the sale.

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Who Should Attend

Middle to high level staff such as:

- 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.

For more information please feel free to contact:

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