

Sales And Marketing

Overcoming Sales Objections Course Outline:

Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Action Plans and Evaluation Forms

Module Two: Three Main Factors

- Skepticism
- Misunderstanding
- Stalling
- Module Two: Review Questions

Module Three: Seeing Objections as Opportunities

- Translating the Objection to a Question
- Translating the Objection to a Reason to Buy
- Case Study
- Module Three: Review Questions

Module Four: Getting to the Bottom

- Asking Appropriate Questions
- Common Objections
- Basic Strategies
- Case Study
- Module Four: Review Questions

Module Five: Finding a Point of Agreement

- Outlining Features and Benefits
- Identifying Your Unique Selling Position
- Agreeing with the Objection to Make the Sale
- Case Study
- Module Five: Review Questions

Module Six: Have the Client Answer Their Own Objection

- Understand the Problem
- Render It Unobjectionable
- Case Study
- Module Six: Review Questions

Module Seven: Deflating Objections

- Bring up Common Objections First
- The Inner Workings of Objections
- Case Study
- Module Seven: Review Questions

Module Eight: Unvoiced Objections

- How to Dig up the "Real Reason"
- Bringing Their Objections to Light
- Case Study
- Module Eight: Review Questions



Module Nine: The Five Steps

- Expect Them
- Welcome Them
- Affirm Them
- Complete Answers
- Compensating Benefits
- Module Nine: Review Questions

Module Ten: Dos and Don'ts

- Dos
- Don'ts
- Module Ten: Review Questions

Module Eleven: Sealing the Deal

- Understanding When It's Time to Close
- Powerful Closing Techniques
- The Power of Reassurance
- Things to Remember
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations