

The account is practically sold – then the prospect starts raising objections.

How do you keep these speed bumps from becoming deal breakers?

Overcoming All Objections

ONLINE | SELF PACED COURSE



LESSONS

- 1) Introduction
- 2) A Process for Overcoming Objections
- 3) Reframing
- 4) Knowledge Assessments

How to effectively handle stalls, objections, and client complaints

Stalls, objections, and complaints are a normal part of the sales process. Clients may need to resolve specific issues – or they may just seem vaguely apprehensive about going forward. Successfully overcoming all objections requires a mixed bag of interpersonal skills: careful listening, perceptive analysis of the problem, and a response that creates trust and confidence. There’s no single “surefire” course of action that guarantees success; but following what you will learn in this course will stack the deck in your favor.

Overcoming All Objections will teach you careful listening skills that reveal whether a prospect is asking a simple question that can be answered directly, or if this is a “soft” objection that requires further probing to find the real issue. By applying a simple six-step process, you will become adept at listening to the prospect, analyzing the nature of each objection, and taking the most effective action. You learn to defuse emotional clients, and avoid situations that create tension or confrontation. This will yield more positive results and increase your sales effectiveness – and that’s money in the bank!

[COURSE OVERVIEW]

The four-lesson course can be taken at your own pace; average completion time is approximately an hour. Interactive graphics, audio, text, animation, assessments and quizzes, and practical application exercises keep the lesson engaging and entertaining – you will be astonished at how much you’ve learned!

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