



## Overcoming Objections

This program will address why challenging questions, stalls and objections are normal in the sales process and how to deal effectively with them. The session will present a method for dealing with different types of resistance. Participants will learn how to “listen actively” to the objections they hear and list the objections they hear most often. A process to overcome all of these objections will then be addressed.

**Program Length:** One-Half Day

### Major Topics:

- Active Listening
- Defusing the Objection: Their right to an Opinion
- Chart of Objections
- 6 Step System for Dealing with Objections
- Reframing – Changing the Prospect’s Perspective
- The Analogy Reframe
- The Big Picture Reframe
- Practice Sessions

### Delivery Options

This program can be delivered in the classroom or instructor-led over the Internet.

Optional online self-paced modules are also available.

### Benefits To The Individual:

- Prepare a response to key objections heard
- Enhanced listening skills
- Ability to reframe key resistance areas
- Improved closing rates

### Benefits To The Organization:

- Higher closing ratios
- Less resistance from prospects
- Increased sales productivity

### Contact

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