



Overcoming Objections – Online Instructor-Led Sales Training

Webinar Outline:

- Introduction
- Objective/Benefit Statement
- Overview
- Active Listening
- Defusing the Objection – Their right to an Opinion
- Chart of Objections
- Six-Step System for Dealing with Objections
- Practice Sessions
- Reframing – Changing the Prospect's Perspective
- The Analogy Reframe
- The Big Picture Reframe
- Objection Handling Practice Session
- Action Plan

The facilitators begin with a group discussion of why different types of objections are normal to the sales process. They will present a list that shows different types of objections, their causes, and responses needed to overcome.

Participants will be asked to provide a list of the most difficult objections they hear. They will learn a simple six-step approach for dealing with objections, and practice these techniques in five skill-building exercises.

Participants will also learn two "reframing" techniques, The Analogy and The Big Picture, designed to change a prospect or client's perspective. These techniques will be practiced with skill building exercises.

Participants will work on responses to several objections. They will practice the techniques discussed in the class to become comfortable with different methods.

Objective: To develop a repertoire of responses to a prospect's complaints and objections so participants can continue to sell. To teach participants how to deal with all levels of resistance and reluctance by helping their prospect see issues from a new perspective.

Anticipated Outcome/Benefits: This webinar helps participants to develop resistance free techniques for changing their prospect's and customer's mind. To help their customer and prospect justify that buying from you is a sound business decision.

Overview: Participants will learn why challenging questions, stalls and objections are normal in the sales process and how to deal effectively with them. This webinar will present a method for dealing with different types of resistance. Participants will first learn how to "listen actively" to the objections they hear. They will list the objections they hear most often and learn a process to overcome all of them.