



Objection handling & closing

“You’re too expensive”. Have you figured out your response to this and other common objections yet? What you say is only half the challenge, how you say it is even more important. This module will address the answer to your common objections and give you the confidence to resolve them to your customer’s satisfaction. Building on your new-found objection handling confidence, you will also learn how to successfully close more sales.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Why customers object

- Understanding why customers’ object and what your common and challenging objections are

Objection Handling Process

- A simple, three step technique, to resolve your common and challenging objections

The Price Difference

- How discounting can hurt your chance of a sale
- How you tweak your response when they object about the price

Practise makes Habit

- Practicing the objection handling process, to build your confidence and create new habits

Closing the Sale

- Learning what else impacts on your ability to close... ‘A chain is only as strong as the weakest link’
- Behavioural science and its application to closing the sale

Participants will learn to...

- Understand why your customers raise objections
- Apply a simple three step technique to resolve objections to your customer’s satisfaction
- Tweak the simple three step technique to resolve price objections
- Identify what you need to change in your sales process to increase your chance of winning the deal
- Use different closing techniques and behavioural science to close the sale

BiteSize Learning

info@bitesizelearning.co.uk