

## OBJECTION HANDLING

**Duration:** ½ day (pm)

**Workshop introduction:**

This short workshop will focus on the care and attention needed to handle objections and the different tactics required when dealing with the doubt, resistance and refusal that sales people encounter.

This method encourages the delegate to view objections as 'real' challenges to overcome and not just destructive 'barriers' creating anxiety in the mind of the sales person and focuses on how to deal with the various levels of doubt and resistance we encounter when selling and negotiating a proposition.

Heavily practical in nature, content will be made up of a mixture of discussion, trainer led sessions and role-plays.

**Core competencies developed during this workshop:**

- Handling resistance
- Communicating for effect
- Problem solving and identifying 'Red Herrings'
- Dealing with difficult and awkward situations
- Gaining commitment & agreement

**Workshop Content:**

**Session One: Identifying the objection**

- Welcome, introduction & review personal objectives
- Objection or buying signal?
- What are objections and the two different types?
  - Factual objections
  - Emotional objections
- Selling attitude

**Session Two: Dealing with the objection and closing**

- Approach ~ FABAC
  - Feature
  - Advantage
  - Benefit
  - Agreement
  - Close
- Unearthing hidden objections
- The attitude of clients to price
- Dealing with price
  - Adding value
  - Selling quality
- Handling previous bad experiences of company and product
- **Training exercises** ~ delegate skills practise throughout the session
  - Individual and group analysis & feedback
- Summary, review personal objectives & Close