

SALES AND MARKETING

OVERCOMING SALES OBJECTIONS WORKSHOP

Experiencing a sales objection can be a disheartening event. Through this course your participants will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down, and learning how to overcome these denials will be of great benefit.

Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.



Workshop Objectives:

- Understand the factors that contribute to customer objections.
- Define different objections.
- Recognize different strategies to overcome objections.
- Identify the real objections.
- Find points of interest.
- Learn how to deflate objections and close the sale.