



Sales – Overcoming Objections and Nailing the Sale

Overview: If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale. This workshop will help you plan, prepare and execute presentations that address customer concerns, reduce the number of objections you encounter and improve your batting average at closing the sale.

How You Will Benefit

- Identify the steps you can take to build credibility and reduce objections
- Identify those areas that need more attention
- Develop appropriate responses when prospective buyers throw you a curve
- Disarm objections with proven rebuttals that get the sale back on track
- Recognize when a prospect is ready to buy
- Be prepared to present options and be willing to negotiate

What You Will Cover

- Building your credibility
- The competition
- Your customers
- Your products and services
- Customer service complaints
- Pricing issues
- Producing evidence
- Peer input
- Buying signals
- Closing techniques
- Persistence
- Win or lose, ask why?

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

