

SALES



# Sales Management

## Unit Six: Handling Objections



# Course Layout and Overview

- ▶ Ten units
  - ▶ Unit One: The Importance of the Sales Function
  - ▶ Unit Two: Prospecting and Qualifying
  - ▶ Unit Three: The Pre-Approach
  - ▶ Unit Four: The Approach
  - ▶ Unit Five: The Presentation and Demonstration
  - ▶ **Unit Six: Handling Objections**
  - ▶ Unit Seven: Closing the Sale
  - ▶ Unit Eight: Follow-up
  - ▶ Unit Nine: Selling Strategies
  - ▶ Unit Ten: Selling Yourself



# Unit Six Learning Outcomes

- ▶ Evaluate objections and how objections can show interest from the customer
- ▶ Analyze different types of common objections
- ▶ Apply strategies to handle an objection



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Six Overview Topics

- ▶ Objections and consumer interest
- ▶ Common objections
- ▶ Objection strategies



# Handling Objections Vocabulary

- Anticipated objections
- Objections
- Strategies to handle objections

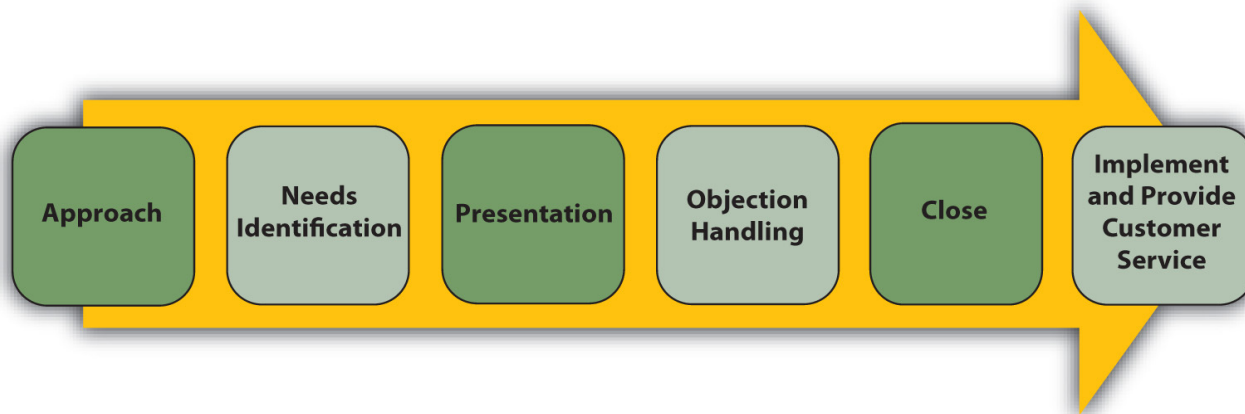


# Objections and Consumer Interest

- Objections may occur
  - In the form of a question
  - when a customer is hesitant
  - if a customer is confused
- Will the product solve the customers problem?
- Handling objections
  - ask clarifying questions
  - what is the consumer's interest?



# Objections in the Sales Process



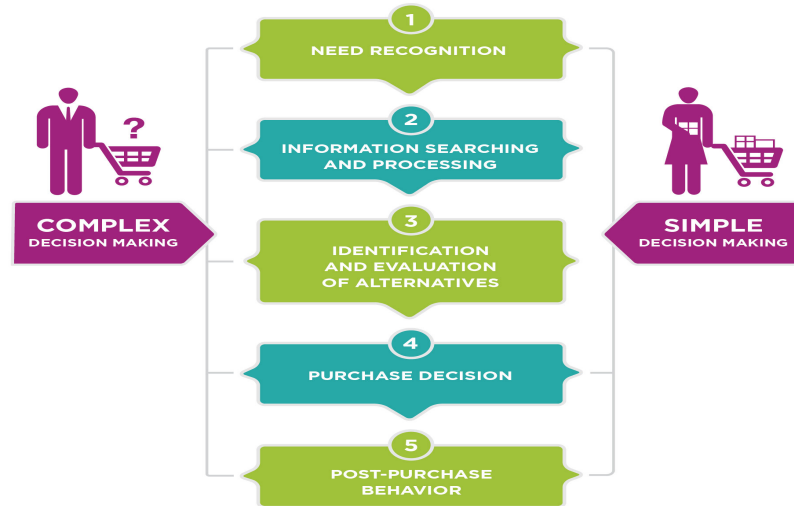
# Common Objections

- Research and knowledge
- Handling objections
- Determining the type of objection
- Anticipating objections



# Customer Decision Journey

## THE CONSUMER DECISION-MAKING PROCESS



# Objection Strategies

- Never ignore an objection
- Restating concerns
- Strategies for objections



# Conclusion

## ▶ Unit Six Learning Outcomes

- ▶ Evaluate objections and how objections can show interest from the customer
- ▶ Analyze different types of common objections
- ▶ Apply strategies to handle an objection



# What's Next?

Unit Seven: Closing the Sale

