

# 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.



For more information or to reserve your spot in this workshop, please contact:

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## CLASS CONTENT

### **Module One: Getting Started**

Workshop Objectives

Action Plans and Evaluation Forms

### **Module Two: Three Main Factors**

Skepticism

Misunderstanding

Stalling

Module Two: Review Questions

### **Module Three: Seeing Objections as Opportunities**

Translating the Objection to a Question

Translating the Objection to a Reason to Buy

Case Study

Module Three: Review Questions

### **Module Four: Getting to the Bottom**

Asking Appropriate Questions

Common Objections

Basic Strategies

Case Study

Module Four: Review Questions

### **Module Five: Finding a Point of Agreement**

Outlining Features and Benefits

Identifying Your Unique Selling Position

Agreeing with the Objection to Make the Sale

Case Study

Module Five: Review Questions

### **Module Six: Have the Client Answer Their Own Objection**

Understand the Problem

Render It Unobjectionable

Case Study

Module Six: Review Questions

### **Module Seven: Deflating Objections**

Bring up Common Objections First

The Inner Workings of Objections

Case Study

Module Seven: Review Questions

### **Module Eight: Unvoiced Objections**

How to Dig up the “Real Reason”

Bringing Their Objections to Light

Case Study

Module Eight: Review Questions

### **Module Nine: The Five Steps**

Expect Them

Welcome Them

Affirm Them

Complete Answers

Compensating Benefits

Module Nine: Review Questions

### **Module Ten: Dos and Don'ts**

Dos

Don'ts

Module Ten: Review Questions

### **Module Eleven: Sealing the Deal**

Understanding When It's Time to Close

Powerful Closing Techniques

The Power of Reassurance

Things to Remember

Module Eleven: Review Questions

### **Module Twelve: Wrapping Up**

Words from the Wise

Lessons Learned

