

Overcoming Objections to Nail the Sale



If you are like most sales professionals, you are always looking for ways to overcome customer objections and close the sale. This **one day workshop** will help you plan, prepare, and execute proposals and 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

At the end of the workshop you will be able to:

- Identify the steps you can take to build your credibility
- Identify the objections that you encounter most frequently
- Develop appropriate responses when prospective buyers throw you a curve
- Learn ways to disarm objections with proven rebuttals that get the sale back on track
- Learn how to recognize when a prospect is ready to buy
- Discuss how working with your sales team can help you succeed

What You Will Cover

- Building credibility
- Your competition
- Critical communication skills
- Observation skills
- Handling customer complaints
- Overcoming objections
- Handling objections (including general and specific response strategies)
- Pricing issues
- How can teamwork help me?
- Buying signals
- Closing the sale

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials

YES! Enrol me now!
REGISTRATION FORM
Nail the Sale!

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

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