

Handling Objections & Closing Skills



Duration: 1 day



Maximum group size: 12 people

Course overview

This course will develop the skills and confidence of sales professionals who are regularly handling objections. Delegates will learn the importance of isolating objections and employing excellent communication skills to fully understand the customer's point of view. Only then can you start to gain agreement and secure the sale.

Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.

Who would benefit from attending?

Sales staff who want to develop the confidence and techniques required to handle objections professionally and improve their sales conversion ratio.

Core development objectives covered

- What objections do you currently encounter?
- Why do objections occur?
- Objection or buying signal?
- Reducing the number of objections by using pre-framing techniques
- Objection handling framework
- Using questioning techniques to fully understand the objection
- Turning objections to your advantage
- Handling objections on price
- Understanding different closing techniques
- Gaining agreement & securing the sale



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

Get in touch with one of our Learning & Development Managers – 01623 409 824 • info@futureproof-training.co.uk