

Managing Objections



Show Your People How to Manage – and Pre-empt – Objections. Powerful Skills and Best Practice that Convert More Sales Opportunities Into Business Wins!

Interactive Bite Size Coaching Pack with Simulation

Description

An objection is good news. When a customer raises an objection, it means the customer is identifying issues that have to be resolved before the sale can be closed. The customer is interested; the sales person's task is to manage the objection.

Stimulating and challenging, this programme creates the opportunity for participants to work on issues they are faced with in every sale:

- Identifying 'real' and 'false' objections.
- Understanding different types of objection – **Feasibility; Value; Price** – recognising what the customer is really saying.
- Managing objections using the powerful **APAC** model – four clear steps to successfully managing objections and closing the sale – **Acknowledge; Probe; Answer; Close.**
- **Pre-empting Objections** – how to deal with potential objections and turn them into benefits, before the customer has raised them. A real business and rapport builder.

Participants leave with a clear action plan on how they will deal with objections regularly heard from their customers.

Simulation Content

In the '**Managing Objections**' simulation, participants are faced with a sales presentation in which they are selling to a Production Director and a Financial Director. **Feasibility, value and price objections** come thick and fast as the simulation provides the opportunity to close all, some, or none of this business.

Whatever the result, the simulation provides feedback utilising the four phases of the APAC model, sales results and behavioural results based on the decisions they make!

What You Will Receive

The easy to use '**Managing Objections**' Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Managing Objections business simulation
- PowerPoint slides
- Coaching guide
- Coach's notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials **which you can print from the disc as often as you wish.**

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How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
Coaching Time: 45-60 Minutes	<p>The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises.</p> <p>PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.</p>	<p>The content drives new skills, knowledge and behaviours which are practised in the simulation.</p> <p>Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.</p>
Simulation Time: 30 minutes	<p>Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process.</p> <p>We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.</p>	<p>People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences.</p> <p>This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.</p>
Feedback Time: 30 minutes	<p>Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.</p>	<p>Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.</p>

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

Individual Coaching – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

Equipment You Will Need

To run this simulation event, you will need

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.