



CONSULTING . CORPORATE TRAINING . PERSONNEL

Make your Dreams Come True

2016/17 Course Outline

MSPD Skills Development Programme

Overcoming Sales Objections

Learning Outcomes

This course will enable you to:

- Understand the factors contributing to customer objections
- Define the different objections
- Learn how to overcome objections with a set of specific strategies
- Practice the different strategies for overcoming objections
- Learn how to dig up the "real reason" behind objections
- Learn effective techniques for deflating objections & closing the sale
- Gain the confidence to handle objections and sell more