



Sales Excellence: Resolving Concerns and Closing More Business

Date: 23 January 2020

Venue: Blackheath Johannesburg





Sales Excellence: Resolving Concerns and Closing More Business

Why Choose this Training Course?

We often have clients with various concerns or objections. A sales concern is a statement or question from the prospective client that indicates they might not be interested in the offering.

We will assist you to develop skills to engage the client more effectively and understand how to respond to these concerns. You will be able to understand the four different buying styles to get more business.

Course Objectives:

- Understand objections and how to handle objections
- How to anticipate and plan for objections
- Understand the different concerns based on your customer
- Understand the “moment of truth” in your sale to a client
- Methods and scripts to get more business
- Why you must know your closing ratio
- Getting the yes from your client

Who Should you attend:

- Sales Consultants
- Managing Directors
- Directors
- Account Executives
- Account Managers
- Sales Managers
- Consultants in the Retail Industry
- Call Centre Agents

FACILITIES FOR PARTICIPANTS

- Comprehensive Training Material
- Certificate of Attendance
- Stationeries: (Pen and Writing Pad)
- Training Room with Full AC Facilities and multimedia
- Subject matter expert facilitators who are qualified and accredited.
- Post assessment and feedback forms will be completed by the delegates at the end of training to ensure that training needs were met.
- The training takes place in a classroom environment using technology or online with virtual facilitation and coaching.
- Kindly bring own laptop

INVESTMENT

R 3, 750.00 Per Delegate (Exl. Vat)

NB: You will receive a 10% discount for bringing more than 5 delegates, and training will be held at your office for bookings of 5 or more people.





COURSE CONTENT

MODULE 1

The Psychology of Objections and Concerns

- Understand the definition of selling and objections, know the origins of objections, dispel four common myths of objections, manage the “Three D’s” of objections--doubt, disruption and decisions, understand the role of values in selling, and implement five psychological strategies for resolving concerns.
-

MODULE 3

Steps for Handling Objections and Concerns

- Understand the role of Value-Drivers in making a sale, apply the top 10 reasons why people buy, know do’s and don’ts of handling objections, apply five steps to handling concerns, and apply your knowledge in a real-world resolving concerns scenario.
-

MODULE 5

Resolving Concerns in Larger Scales

- Describe the difference between resolving concerns in smaller and larger sales, understand the nature of risk and change with the diffusion of innovation--change, apply four strategic elements in diffusion, understand criteria affecting the adoption of innovation, reduce decision-making time, understand how consequences and risk affect the sale, apply three objectives for resolving concerns.
-

MODULE 7

How to Ask for Business

- Understand key concepts in asking for the business, implement ten proven methods and scripts for confirming more sales, and test your comprehension of confirming approaches
-

MODULE 9

Confirming Different Buyer Styles

- Understand the four different buying styles, describe how to identify and find the different styles, understand the effects of stress on buying style decisions, apply strategies for selling to each style, test your understanding of buyer styles, describe the buyer style matrix to develop behavioural flexibility and confirm more sales.

MODULE 2

Preventing Objections and Concerns

- Distinguish objections from conditions for not buying, understand the secret to preventing objections, apply three ways to anticipate and plan for objections, and know when to “fold” or cut your losses.
-

MODULE 4

Resolving Objections and Concerns Scripts

- Apply a new twist on the classic Feel, Felt, Found technique for regaining control of the conversation, and implement multiple scripted responses to seven common objections.
-

MODULE 6

Psychology of Performing More Sales

- Understand the “Moment of Truth” in selling, know difference between closing and confirming a sale, describe the most important “close” you’ll make, apply the concept of “Confident Confirmations,” implement the Power of Positive Expectancy, employ seven strategies for engaging Positive Expectancy, convert “Negative Expectancy” into sales possibilities, and apply confirming concepts in a real-world scenario
-

MODULE 8

Increasing Closing Ratios

- Understand the power of knowing your closing ratios, apply eight types of closing ratios to improve sales results, know how to calculate your closing ratios, implement 10 strategies for increasing your closing ratios, and examine weak links in your sales process
-

MODULE 10

Getting to Yes

- Know the ABC’s of confirming business, understand the difference between nature and nurture when selling, employ an equipment checklist for getting to yes, know how to identify buying signals, implement seven strategies for getting to yes, apply the “Pyramid to Yes” to stack more yeses, and test your knowledge in two sales scenarios.

THE CERTIFICATE

Chart Learning Solutions Certificate of Attendance for delegates who attend and complete the course

DURATION OF THE COURSE

One Day



**Sales Excellence:
Resolving Concerns and
Closing More Business**

Please do not hesitate to contact us on:

Tel: [+27 83 419 1693](tel:+27834191693)

Email: hennie.lombard@chartlearningsolutions.com

Website: www.chartlearningsolutions.com

Follow us on Social Media

