

CENTRAL BANK OF EGYPT  
Egyptian Banking Institute



البنك المركزي المصري  
المعهد المصرفي المصري

# Overcoming Objections to Nail the Sale

## Course Description:

If you are like most sales professionals, you are always looking for ways to overcome customer objections and close the sale. This one-day course will help you to work through objectives effectively. We will help you plan and prepare for objections so that you can address customer concerns, reduce the number of objections you encounter, and improve your averages at closing sales.

## Target Audience:

This course is for anybody in sales and wants to have a practical solution and the right skills and attitude to handle objections and close the sale.

## Course Objectives:

By the end of the course, participants will be able to:

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

## Course Outlines:

### Module One: Building Credibility & Know Your Competition

- Building Credibility
  - First Impression
  - Appearance
  - Demonstrations
  - Testimonials
- Understanding the Competition
  - Importance of awareness of competitors
  - Researching competitors
  - Leveraging competitive insights

### Module Two: Critical Communication & Observation Skills

- Handling Objections
- Asking good questions
- Listening effectively
- Understanding Situations
- Observing surroundings

### Module Three: Customer Complaints & Pricing Issues

- Understand how customer complaints and the use of it to make a perfect sales person
- Addressing the Most Common Objection: Price

### Module Four: Overcoming & Handling Objections Understanding Objections

- Defining objections
- Identifying frequently encountered objections
- Brainstorming responses in small groups
- Responding to Objections
- Basic response strategies
- Identify - Validate - Resolve strategy
- Specific objection handling strategies
- Feel, Felt, Found (FFF)
- Show Your Hand

### Module Five: How Can Teamwork Help Me?

- Viewing team as collaborators, not competition
- Exploring how teamwork can enhance sales performance

### Module Six: Buying Signals to Close the Deal

- Recognizing Closing Signals
- Identifying when the buyer is ready to close
- Closing Techniques
- Various closing techniques
- Top fifteen activities for successful closing

### **Course Duration**

1 Day - 8 hours  
09:00 AM – 5:00 PM

### **Delivery Method**

In-class

### **Assessment Strategy**

- Participation
- Group Exercise
- 60 % Cut of score of total grades which is "100"

### **Course Language**

- Material: English
- Instruction and Explanation: Bilingual (EN<> AR)

HOTLINE  
**15200**  
*One number to better serve you!*

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