

Turning Resistance into Sales Revenue

Customer Growth & Experience Excellence



10534



In-Class



8 hours



EGP 3,450

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 this 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 Outline

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 their use can make a perfect salesperson
- 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



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

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Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None