

# Course : Responding to customer objections

convince and create new opportunities

*Practical course - 2d - 14h00 - Ref. TOB*

*Price : 1280 € E.T.*

How to understand, assess and anticipate objections? How to hear objections positively and use them as leverage? Based on concrete case studies, participants will develop their own communication strategy to respond to the objections they are usually confronted with in their commercial practice.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Analyze the objection as an opportunity
- ✓ Anticipate and prepare for objections
- ✓ Adopt a confident, soothing attitude to respond appropriately
- ✓ Developing influential communication

## Intended audience

Sales people who want to increase their effectiveness in sales and negotiation.

## Prerequisites

Commercial experience desirable.

## Practical details

### Exercise

Exercises, role-playing, sharing best practices.

## Course schedule

### 1 Hearing and understanding objections

- Identify the different types of objections.
- Understand the real need behind it.
- Gather and classify information: build a reading grid.
- Analyze at what point in the sales process it is expressed.
- Identify the objection behind the objection.

### Exercise

Workshop: identify and classify objections encountered by participants.

### PARTICIPANTS

Sales people who want to increase their effectiveness in sales and negotiation.

### PREREQUISITES

Commercial experience desirable.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 2 Adapting your communication

- Identify the customer's personality: needs, expectations.
- Adjust your communication and make it audible.
- Identify your own feelings when faced with an objection.
- Perceive your "position" vis-à-vis the customer.
- Seize the objection as an opening and an opportunity.
- Use techniques adapted to the circumstances: the particular case of price.

### Role-playing

Dealing with objections face-to-face and in groups. Group debriefing.

## 3 Anticipate objections to secure the process

- Identify potential objections: possible responses.
- Reverse the process: based on the answer, what objections are possible?
- Build up a catalog of objections and appropriate responses.
- Turning the competition argument into an objection.
- Get out of your usual frame of reference to stay in control.
- Measure the real impact of the objection on the process: level of "pollution" of the objection.
- Find allies and cross-reference information to overcome objections.

### Exercise

Workshop: identify the arguments/objections of participants' main competitors. Measure the level of "pollution" of an objection and the appropriate strategy.

## 4 Using influential communication to overcome objections

- Improving communication to better influence.
- Rely on a few basic rules derived from the systems approach.
- Adopt positive communication.
- Focus on customers and their values.
- Adjusting communication in face-to-face or group situations: who is present, what is expected?

### Role-playing

Dealing with objections during a presentation to a customer, in front of a group. Group debriefing.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 11 June, 17 Sep., 19 Nov.

### PARIS LA DÉFENSE

2026 : 11 June, 17 Sep., 19 Nov.