

Course : Turn objections into opportunities

3.5 hours to deal with objections

Practical course - 3.5 hours - Ref. 9OB

Price : 430 CHF E.T.

Every day, you have to deal with objections from prospects, customers and even employees. Whether well-founded or not, an objection is your interlocutor's means of expression. This workshop will help you anticipate and turn the situation to your advantage.

Teaching objectives

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

- ✓ Adopt the right reflexes when faced with objections
- ✓ Master the techniques needed to respond to objections and backtrack on the line
- ✓ Convincing and effective for trolleys above the line

Intended audience

Sales people in all sectors who want to deal effectively with objections.

Prerequisites

No special knowledge required.

Practical details

Teaching methods

A subtle blend of active listening, argumentation and persuasion, our techniques for responding to objections enable you to break the deadlock in the most complex situations.

Course schedule

1 Understanding the reasons for objections

- Accept and understand the other person's defensive attitude.
- Assess the true value of the objection.

Hands-on work

Exchange experiences and best practices.

PARTICIPANTS

Sales people in all sectors who want to deal effectively with objections.

PREREQUISITES

No special knowledge required.

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 Adapt your communication to objections

- Adjusting your communication.
- Adopt the right reflexes when faced with a hostile interlocutor.

Role-playing

Role-playing.

3 Anticipating objections for greater comfort

- Detecting "the objection behind the objection".
- List any objections encountered in the field.
- Use the right techniques: price, competition, time...returnchariot
- Developing effective responses.returnchariot

Role-playing

Situational exercises and role-playing.

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.