



Palomino Training Solutions
specialists in corporate training

P O Box 1460, Durbanville, 7551
Mobile: 082 878 1164, Facsimile: 086 515 7684
E-mail: training@palominosa.co.za, Web: www.palominosa.co.za

Objections and Closing Sales (1 Day)

Course Overview

Fact: 63% of sales are made after the 5th rejection. 75% of salespersons quit after the 1st rejection.

If you are like most sales professionals you are always looking for ways to overcome customer objections and close the sale. This workshop will help you plan, prepare and execute proposals and presentations that address customer concerns, reduce the number of objections you encounter and improve your batting average at closing the sale.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, role plays, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

Sales staff who are target driven to overcome objections and close the sale.

Course Outline

SECTION 1: Credibility

SECTION 2: Your Competition

SECTION 3: Critical Communication Skills

Listening
Listening for Accuracy
Powerful Questions

SECTION 4: Observing

Observation Skills

SECTION 5: Customer Service Complaints



Palomino Training Solutions
specialists in corporate training

P O Box 1460, Durbanville, 7551
Mobile: 082 878 1164, Facsimile: 086 515 7684
E-mail: training@palominosa.co.za, Web: www.palominosa.co.za

SECTION 6: Overcoming Objections

SECTION 7: How Can Teamwork Help Me?

Why Work as a Team?
Pricing Issues

SECTION 8: Handling other Objections

SECTION 9: Buying Signals

SECTION 10: Closing the Sale

Closing Techniques
Top Fifteen Activities That Make You Successful at Closing