

SKILLS PROGRAM




BCONSULT



SKILLS PROGRAM




OVERCOMING SALES OBJECTIONS

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SKILLS PROGRAM

OVERCOMING SALES OBJECTIONS

Course Purpose

Overcoming sales objections refers to how to respond to when a product or service can't or won't be bought. There are many reasons as to why a product, service or sale was not made, but overcoming sales objections is far more important.

Why study overcoming sales objections?

Overcoming a sale objection, may be disheartening and frustrating at the same time. This standard unit is intended to assist in responding effectively to a product, service or sale not being made.

The qualifying learner is capable of:

- Sell a company's products or services.
- Implement acquired knowledge.
- Increase in sales.
- Take responsibility for the success of their sales.
- Use self-confidence in selling products and services.

Duration

1-2 Days

OVERCOMING SALES OBJECTIONS

Training Outcomes:

- Manage existing client base.
- Make a good first impression.
- Understand key buying decisions.
- Overcome objection.





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WE AIM TO BOOST YOUR COMPETITIVENESS IN THE MARKETPLACE AND OUTRANK YOUR COMPETITORS



COMPANY PROFILE

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