

# Overcoming Objections

## Who Should Attend?

Those who have a responsibility for developing new and existing relationships, managing accounts, customer service, sales or negotiation. One of the most important steps of the sales and relationship process is overcoming objections, yet it is often overlooked.

Executives, BDMs, call centre practitioners and customer service representatives would all benefit from the HeadStart Overcoming Objections training course.



## Course Outline

Developed to improve your objection handling skills, the HeadStart Overcoming Objections training course seeks to use empathy and pre-emptive analysis to view the selling process from the client's perspective. By understanding the client's needs and motivators, knowing your product or service implicitly and demonstrating features and benefits you will dramatically improve your close ratio, customer retention statistics and value to your business.

The HeadStart Overcoming Objections training course uses a variety of learning techniques including brainstorming and role-play to achieve desired outcomes.

## Course Details

<b>Course Fees</b>	1-5 participants - \$345 per attendee 5+ participants - \$295 per attendee
<b>Duration</b>	1 hour group session
<b>Dates</b>	Book a course directly with HeadStart, or for latest course details visit <a href="http://www.headstartgroup.com.au">www.headstartgroup.com.au</a>

## Course Code – HS031

## About Us

HeadStart possesses over twenty years of professional development, training and HR experience. We offer a range of practical training solutions based on increasing corporate efficiency and developing key skill sets. Our facilitators integrate a blend of corporate experience and 'industry best' training principles, ensuring our courses deliver the desired outcomes.

## Course Modules

- An Objection – What is it?
- Identifying common objections
- Effective Communication
- Product knowledge – Do you have it?
- Features & Benefits (WIIFM?)
- What are the solutions to common objections?
- Recognising buying signals
- Now it's your turn!

## Course Outcomes

At the conclusion of this course, participants will be able to:

- Identify what is an objection and what is a no.
- List common objections identified by their clients
- Understand Features & Benefits and how to use them
- Provide solutions and ideal outcomes to Objections



## HeadStart Group

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