

Consultative Selling



The following slides are an excerpt from the
Consultative Selling slide deck.

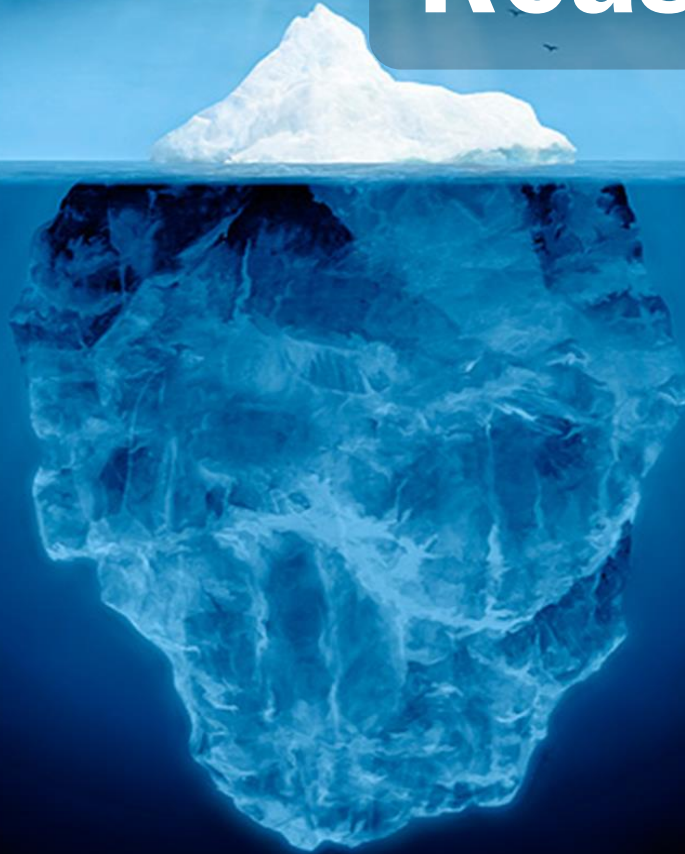


Learning Objective

To develop and enhance the ability to handle objections with your customers.



Reasons for Objections



- Not the real decision maker
- No budget
- No trust
- No need
- No urgency
- No differentiation

Exercise

A man in a dark suit and white shirt is shown from the chest up, looking extremely stressed or frustrated. He is holding a silver smartphone in his left hand, with his index finger touching the screen. His right hand is raised to his face, with his fingers clenched together near his eye. His facial expression is one of intense discomfort, with his eyes squeezed shut and his mouth open in a grimace, showing his teeth. The background is dark and out of focus.

**What are the most common
objections you get?**

What are objections?



- Buying resistance
- Expression of doubt
- Buying signal

Is it truly an objection?

- 1. Doubt**
- 2. Misunderstanding**
- 3. Question**
- 4. Real Objection**



A close-up photograph of a man with light brown hair and a beard, wearing black-rimmed glasses. He is covering his eyes with his right hand, with his fingers spread across his forehead. His expression is one of stress or frustration. He is wearing a blue denim shirt. The background is a soft-focus indoor setting.

Key Rule

**Always keep your
emotions in check!**

Guidelines for Dealing with Objections



Stay calm and composed



Be rational

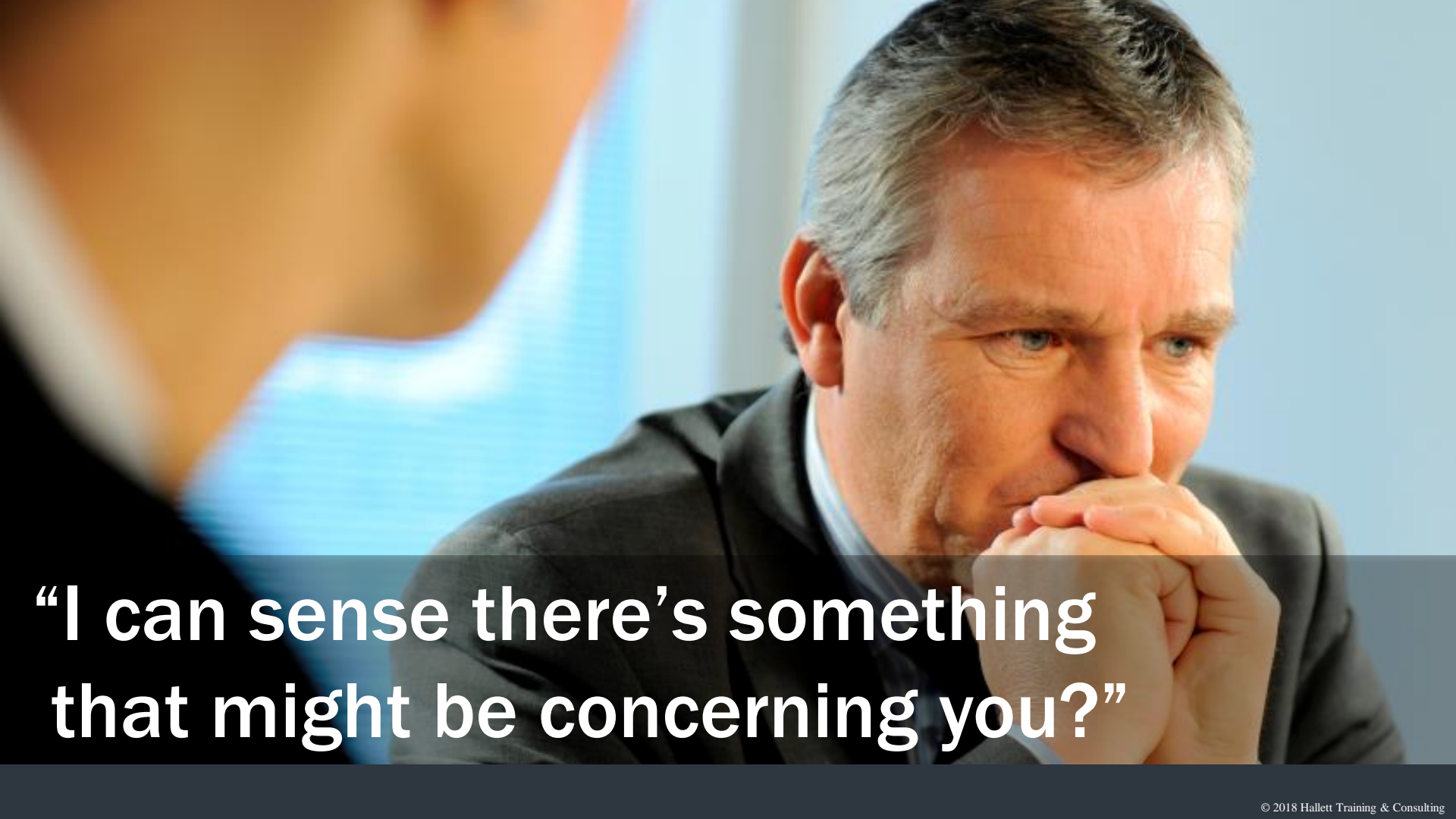


Listen to what is being said



Listen to what is NOT being said



A close-up photograph of a middle-aged man with grey hair, wearing a dark suit jacket over a light blue shirt. He is looking down and to the left with a focused, attentive expression, his hands clasped together near his chin. In the foreground on the left, the back of another person's head and shoulder are visible, out of focus. The background is a soft, out-of-focus blue.

**“I can sense there’s something
that might be concerning you?”**

Handling Objections

- 6 Step Method

1. Pause
2. Probe Deeper
3. Empty
4. Lock
5. Handle Objection & Show Proof
6. Check Satisfaction



Practice Session





Group Exercise

– Create an Objection Vault

Group Exercise

- What are 3 of the most common objections?
- What could be the reason behind the objection?
- How will you handle each objection?