

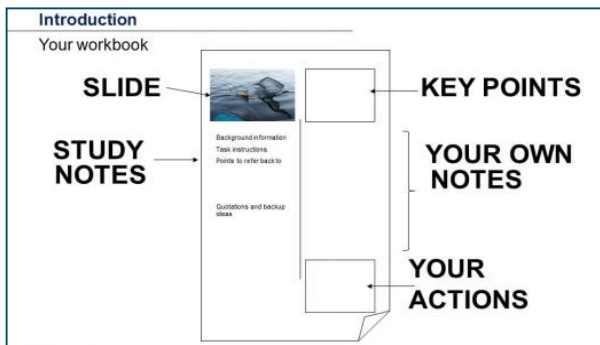


Consultative Selling

Participant Workbook

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KEY POINTS

This box shows the main topic or theme. Refer to this box often to stay focused (or refocus) back on the major theme.

Introduction to the Workbook

As new research comes out on adult learning and how people learn best, we believe that it's important for our training materials to reflect those developments.

You will find the slides in the program have more pictures and fewer words than you might be used to.

However, the workbook may have more words than you might be accustomed to. This saves you from having to write down everything that is said.

This side of the page gives you a practical summary of everything that is covered. This allows you to concentrate on the ideas that are being communicated, the discussions with your colleagues and the ideas and actions within the program that have most meaning for you personally.

NOTES

This space is for your own notes.

use words, diagrams, pictures - whatever works best for you.

capture ideas, actions, insights - whatever comes to mind!

**The following pages are an excerpt from the
Consultative Selling participant workbook.**



5. Handling Objections

After this section, you will be able to handle objections more effectively with prospects & customers.

Handling Objections



KEY POINTS

If we don't do an effective job at the earlier stages of the sales process, we will experience a higher likelihood of getting objections.

NOTES

Why do we get objections? There can be a number of different reasons such as:

1. Perhaps you aren't dealing with the right decision maker
2. There may be no budget
3. Perhaps the customer doesn't have a high level of trust with you, for some reason
4. Maybe there's not a strong enough need to move forward
5. They may see no urgency in taking action now
6. They may feel the solution doesn't fully match their needs
7. They may want more reassurance that they are making the right decision
8. They may be a naturally cautious person or someone who feels they should always put up an argument

Whatever the reason, **an objection should be viewed as an opportunity to close on a commitment.**

Unfortunately for many people, objections create a great deal of anxiety. We can feel challenged, threatened and put on the spot.

Handling Objections

Exercise



What are the most common objections you get?

KEY POINTS

What are the most common objections you come across in your business?

Group Exercise:

Get together in small groups and discuss the most common objections you typically hear. What do you feel is the reason behind the objection?

NOTES



KEY POINTS

Quite often...what seems like an objection, may not be an objection after all. Sometimes objections are disguised as a doubt, misunderstanding, or a question.

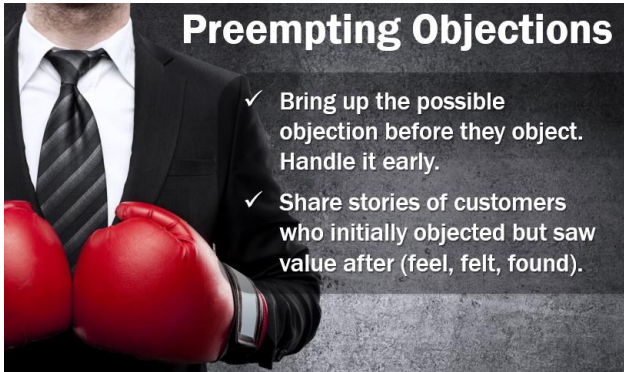
Contrary to popular belief, objections are more often created by the salesperson than the customer. This is why it's important to do such a good job at the earlier stages of the sales process and DO NOT present the solution too soon.

NOTES

Objections typically fall into one of the following four categories:

1. If the objection is a **doubt** (about a capability)...then offer proof.
2. If the objection is a **misunderstanding**...then offer clarification.
3. If the objection is really a **question**....then provide the answer.
4. If the objection is a **real objection**...then you should provide a good rebuttal.

It is **essential** to ascertain what lies behind the objection; what reason the customer has for raising the objection or his/her feelings of concern.



KEY POINTS

Preempting an objection is where you bring up a common objection before the customer gets a chance to. By handling it early, you can “nip it in the bud”.

Preventing Objections

Preventing objections is always ideal to handling objections as it costs salespeople less time, energy, and hassle.

Preempting an objection is one strategy for preventing objections. Preempting an objection means that you bring an objection up early on in the sales call and then deal with the objection so it cannot be brought up again later on. You only want to do this with an objection that has a high likelihood of being brought up by the prospect.

1. **Bring up the possible objection before they object.**
2. **Share stories of similar customers** who initially felt this objection but discovered the value shortly thereafter (feel, felt, found).

NOTES