

How to Gracefully Overcome Sales Objections

GoSkills online course syllabus

Skill level

Beginner

Lessons

18

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

55m

Estimated study time

55m 6s

Instructor

Luis Baez

Introduction

1 Overcoming objections

If you've ever worked in sales, you have undoubtedly encountered objections from prospects.

Understanding Objections

2 Why buyers object

In order to gracefully handle objections, you have to understand the root of a buyer's concern.

3 Anticipating objections

If you prepare for objections that are likely to arise in the sales process, you'll be better equipped to handle them with confidence and grace.

4 Becoming an active listener

To be in the best position to address an objection, you have to fully understand the context, the problem, and the influences or barriers to a solution.

Confidently Conducting Cold Calls

5 Preparing to prospect

Cold calling is an important skill to develop as a sales professional, but it's possibly the activity that is the most dreaded because people are afraid of sounding stupid, or being outright rejected.

6 Catching someone off guard

Cold calling is a careful balance of being persistent and persuasive enough to get someone to consider what you have to offer, while determining if they are a fit for collaboration.

7 Common cold call objections

Since you're catching someone off guard while they're in the middle of something, you're going to be met with a lot of resistance and objections when making a cold call.

Handling Objections During Discovery

8 Preparing for a discovery call

While the purpose of the discovery call is to assess if there is a fit between the buyer's needs and what you have to offer, you'll still want to spend a moment preparing for this opportunity.

9 Controlling a discovery call

The discovery call is an opportunity for a buyer to assess if what you have to offer is the right fit, and it's a chance for you as the seller to assess if the buyer is qualified for what you have to offer.

10 Common discovery call objections

As a buyer assesses what you have to offer, it's likely that they will have some hesitation or questions about what they get for their investment or how they'll be supported.

Leading a Live Walkthrough

11 Preparing for live walkthroughs

To be sure you're confidently presenting what you have to offer and how you support your customers, you'll want to take a moment to prepare for your live walkthrough.

12 Minimizing buyer objections

You've earned the opportunity to take a potential buyer through the details of what you have to offer and how it might benefit them specifically.

13 Common objections during consideration

The buyer is considering what you have to offer, but it's likely not the only opportunity or solution they're considering.

Kicking Off a Partnership

14 Supporting decision-making

As you approach the final steps in your sales process, it's important to remain attentive and available.

15 Common closing objections

The final conversation in a sales process can elevate anxieties for both the buyer and the seller, which is why it's important to approach the conversation with empathy.

Final Tips and Tricks

16 Tips for remaining graceful

At any stage in the sales process, you might find yourself stumbling on your words or giving into the pressure of the moment.

17 Creating a plan

Whether you're new or have worked in sales for many years, it's important to continually commit to your professional development.

Conclusion

18 Time to sell

Thank you so much for watching this course!

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