

# A Sales Expert's Guide to Overcoming Objections

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

20

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

48m

**Estimated study time**

48m 6s

**Instructor**

Lauren LaForge

## Your Customer's Question

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- 1** **Closer to a sale**  
Receiving objections is a part of any sales process.

## Preparing Yourself

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- 2** **Receiving a no**  
Receiving a no isn't the end of the world. After this lesson, you'll be able to handle any objection with a prepared mindset.
- 3** **Selling with confidence**  
Your confidence is their confidence, which is transmitted after closing a sale.
- 4** **Knowing your objections**  
Recognize your ability to bring up objections ahead of time.
- 5** **End with kindness**  
It's easy to get defensive and reply immediately after an objection. After this lesson, you'll be able to position yourself as a trusted adviser.
- 6** **Lead with relationship**  
In sales, you're introducing people to a product or service that could benefit them.

## Authenticity and Empathy

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**7 Create authenticity**  
Have you ever felt close to someone you just met?

**8 Permission to say no**  
Does getting a yes feel like a battle? After this lesson, you'll be able to recognize the importance of getting a no and being at peace with it.

**9 The key pillar**  
There is one key pillar you can use to help you overcome objections.

## The Human Element

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**10 The universal truth**  
Objections are a part of human nature. After this lesson, you'll be able to identify the root cause of objections.

**11 Personalize your conversation**  
Consider the personality of the person you're selling to.

## Overcoming Objections

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**12 Common objections**  
Bringing awareness around common objections will help you prepare to overcome them.

**13 Price perspective**  
You know your price is the best value on the market and now you have convey that to your potential buyer.

**14 Unpack the hesitation**  
How many times have you heard "Let me think about it"?

**15 Discovering the need**  
Asking the right questions can eliminate need objections leading you closer to a sale.

**16 Who decides**  
Have you ever encountered, "I have to ask someone" to get permission to proceed with a sale?

**17** No intention to buy  
Is your prospect a serious buyer or only collecting information?

## Building Resilience

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**18** Keep going  
Are you disappointed of getting no's?

**19** Talk to more  
Not everybody will say yes. After this lesson you'll be able to increase the number of people you converse with, which means more chances for success.

## Strengthen Your Position

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**20** Win with empathy  
Now that you've watched this course, you should be able to strengthen your position as a trusted advisor in your conversations and overcome objections.

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