



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORY:

- **Customer Acquisition**— Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Stress Management**— Differentiates between positive and negative stress. Maintains a balance between productive and unproductive attitudes and behaviors.
- **Interpersonal Skills**— Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- **Communication**— Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Customer Experience**— Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

# Objections

## SUMMARY

Objections to your solutions are a natural part of selling. You resolve objections by following a process of listening for understanding, questioning for clarification, cushioning to establish common ground, presenting compelling evidence, and evaluation.

## CONTEXT

It is likely in any selling situation that obstacles will have to be overcome before a buying decision is made. Often you make the mistake of “handling” objections in such a way that the buyer is turned off. Resolving objections effectively is a process that involves careful, sensitive listening along with positive, factual responses to buyer concerns.

You must understand that buyer objections are not always rational. Objections are often totally emotional. You must respond to customers’ emotional needs, along with the obstacles preventing them from buying, if you want to build long-term relationships.

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### At the completion of this module, participants will be able to:

- Apply a Win-Win process to resolve objections
- Respond to the six most common objections with confidence
- Identify points of agreement to lower buyer resistance

*“When life hands you lemons,  
don’t just make lemonade.  
Open up a lemonade stand.”*  
—Thomas Charles