

Positive Selling: Objections and Closing the Sale

Training course offered by VETTA Communication (Pty) Ltd



OBJECTIVES

Sales staff is often confronted by customer objecting to a service or product and are ill-equipped to handle the situation positively; instead they take the objection personally and fail to satisfy the customer's real purpose of objection. Objecting is the first sign of interest. This essential workshop serves to highlight different scenarios whereby participants can learn how to effectively manage an objection and close the sale.

COURSE CONTENT

Understanding objections

- Why do customers object?
- Objections are positive
- Objections show interest
- How well do you know your product or service?

Understanding customer demands, standards and expectations

How to effectively communicate during an objection

- Your voice tonality
- Your body language
- Engaging or disengaging
- Staying positive

Recognizing buying signals

- Requesting a quote/price
- Asking for alternative products/services
- Asking for back-up service or guarantees

Closing the deal with confidence

- Not comfortable asking the order?
- Being forceful
- The customer walks out – why?
- Asking for referrals

Ensuring repeat business through successful sales interventions

Post Mortem

- Effects of winning/losing a customer

Workshop suitable for sales staff and sales management

COURSE DETAILS

Duration: ½ day

Date: 2011

Time: 08h30 - 13h00

Cost: R825.00 p/person ex 14% VAT

Included: Mid morning snack, refreshments, facilitation, training notes, E-certificate and unlimited post training support.

Venue: Winchester Mansions Hotel, 221 Beach Road, Sea Point

This workshop can be presented at your premises

Book on line www.vetta.co.za or contact 086 111 VETTA (83882) Email: info@vetta.co.za



VETTA Communication (Pty) Ltd.
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"Passion colours everything it touches"

