NATURALLY

Handle Objections Naturally

Your reps read the buyer's Natural Approach behind the objection and answer the person, not the words, so the sale keeps moving.

"Our sales team leaves revenue on the table." "Customers walk in loyal and leave indifferent."

WHO IT IS FOR

LEVEL
Sales teams, Store and service teams, Frontline leaders

GROUP SIZE
Any group size

TIME
Anywhere from 60 minutes to 2 days

FORMAT
In person · Virtual

LANGUAGES
English

BUSINESS OUTCOME
Revenue growth, Customer loyalty

WHAT HAPPENS

Reps bring the worst objections they hear and sort them by the Natural Approach behind each one: the Natural Gold Mine who wants proof, the Natural Blue Ocean who wants the relationship, the Natural Green Planet who wants the logic, the Natural Orange Sky who wants it now.

They practice naming, acknowledging, and questioning in the buyer's own approach, out loud, until one lands.

Each rep leaves with the words that work for each color, written down and theirs.

WHAT CHANGES

- The same objection gets four different answers, and each one fits
- Reps stop selling through the objection and start reading it
- Buyers feel understood at the exact moment they were about to leave
- A shared objection playbook by approach

HOW WE MEASURE

Assessment data plus a 60-day read on the deals reps flagged in the room: how many objections turned into a next step.

HOW IT FITS WHAT YOU HAVE

Built around your buyers, your products, and the objections your reps actually hear. The tools Participants build become their own job aid and drop into your sales playbook.

INVESTMENT

$25,000

Per bundle · same number in USD, CAD and EUR

Part of the Naturally bundle of three, up to 30 Participants each. The Natural Approaches version of Handle Objections: same three moves, read through the buyer's color.

Formats: anywhere from 60 minutes to 2 days, for any group size. One Facilitator day covers everything up to a full day at the investment shown; a second day adds $10,000.

WHAT IT INCLUDES

- Naturally assessment for every rep
- Three Naturally experiences
- Objection cards built on your buyers

PROOF

Save rate 47% → 86%

Freedom Mobile (then WIND Mobile) retail channel: $86,000 a week in saved sales, about $4 million a year, and a 94.4% Net Promoter Score for the program

"We came away with a different way of handling objections."
— Caroline Smith-Bailey, Channel Training Manager, WIND Mobile

Schedule a 25-minute walkthrough

See how it runs online

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