

SIMULATORS

Handle Objections Simulators

Your reps face the exact objections your buyers raise, from an AI buyer built on your market, until the answer that keeps the sale moving is a reflex.

"We invested last time and nothing changed."

"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

TIME

1 day · Ongoing

LANGUAGES

English

GROUP SIZE

Any group size

FORMAT

Virtual · Hybrid · In person

BUSINESS OUTCOME

Revenue growth, Execution

WHAT HAPPENS

The live room comes first: reps list the objections that stall them and practice the three moves out loud. Everything they say gets captured.

The simulator turns that capture into an AI buyer who raises those objections, in your buyer's words, and pushes back the way real buyers do.

Reps practice on their own schedule. Managers see who handles what, and where the team goes quiet.

WHAT CHANGES

- Objections handled before they cost a deal
- New reps ramp on the veterans' best answers
- Practice happens weekly, not once a year
- A scoreboard of who is ready for the hard calls

HOW WE MEASURE

Simulator scores by rep and objection, read against the pipeline: objections that turned into a next step at 60 days.

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

\$10,000 – \$25,000

Custom build · same number in USD, CAD and EUR

Design, build, and first live cohort, built from the objections your own reps bring. Dispersed access for the whole team and every future hire: \$99 per Participant per year. Pairs with Handle Objections or Handle Objections Naturally as the live room that captures the material.

WHAT IT INCLUDES

- The objection library captured from your reps in a live session
- An AI buyer trained on your market, your products, and your worst objections
- Ongoing practice with scoring on naming, acknowledging, and questioning

Schedule a 20-minute walkthrough

[See how it runs online](#)

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