SALES

Handle Objections

Your people bring the worst objections they hear, practice out loud until one lands, and leave with the words that keep the sale 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

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 list the worst objections they get. Then they learn the nature of an objection, the levels of acknowledgement, and the questions that open it.

Three moves get practiced out loud: naming, acknowledging, questioning. Then the real fun: live objections, live responses.

An objection turns into a read on the customer's buying process and a signal of intent.

WHAT CHANGES

- Reps keep the customer in the conversation instead of selling through the objection
- Objections read as buying signals
- The words that work get written down and shared
- Fewer deals go quiet

HOW WE MEASURE

The team leaves with a written action plan, each item tied to a name and a date. Thirty days later we check which items moved and report that back to the sponsor.

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 per day

Per delivery · same number in USD, CAD and EUR

Half day or full day, one Facilitator.

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

- A one-hour Joint Solution Design call, where you choose what your Participants experience
- Your Blueprint, the design for your delivery, reviewed by you before anything is built
- A Participant Manual matched to that Blueprint

PROOF

Every contract renegotiated in 8 weeks

Cadbury-Schweppes, 500+ team members: the renegotiation was planned for 8 months. Sales-associate data across 285,000 assessments shows 74% average or weak on objections, which is the gap this closes.

"Because our team already knew how to handle objections, we renegotiated every contract in just 8 weeks!"
— VP Channel Sales, Cadbury-Schweppes

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