Instructors Guide

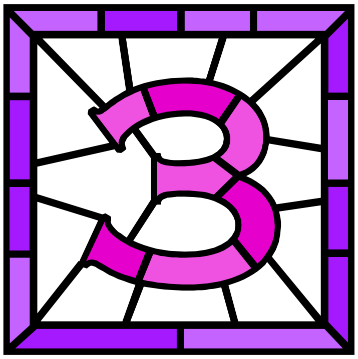
On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.

The world only goes round by misunderstanding.

Charles Baudelaire

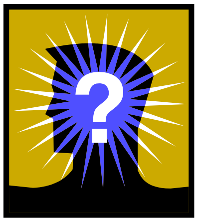
Module Two: Three Main Factors



Customers typically introduce sales objections for three main reasons. They may be skeptical of the product or service. It is also possible for customers and sales associates to have misunderstandings and miscommunication. Occasionally, however, customers may just be stalling. Part of overcoming objections is identifying the factors behind them.

Skepticism

People are naturally skeptical. It is important to gain the trust of prospects and communicate effectively in order to prevent skepticism from developing into an objection. There are several ways that conversations with prospects can breed skepticism.



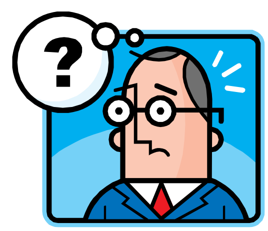
Common Mistakes:

- **Lack of Rapport:** It is important to develop rapport. This requires listening and showing genuine interest in the prospect.
- **Poor questions or answers:** When speaking with prospects you need to ask questions that will uncover the needs of your prospects. You also need to answer the potential customers' questions completely. Do not minimize their questions.
- **Moving too fast:** Never rush a presentation. People tend to feel you are less than truthful when they feel rushed.
- **Overpromising:** People do not trust promises that seem too good to be true. It is essential that prospects understand how an organization will meet its promises.

Estimated Time	10 minutes

Topic Objective	Explain how sales representatives can cause skepticism.
Topic Summary	Skepticism Use the exercise to identify common mistakes.
Materials Required	Worksheet One: Skepticism
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Break into small groups and discuss your answers. Reunite with the class and review the topic.
Stories to Share	Share a personal story of a time an interaction with a sales representative made you skeptical.
Delivery Tips	Skip the large group conversation or the small group discussion if you need more time.
Review Questions	What builds rapport?

Misunderstanding



Every relationship experiences misunderstandings, and misunderstandings happen easily when you are meeting with prospects. Communication is essential if you want to prevent misunderstandings and engage the prospects. There are three steps that all sales people can take to help prevent miscommunications.

Steps:

- **Identify the need**: Be sure to understand exactly what your prospects need and how you can help.
- **Understand goals**: Ask the prospects what their goals are and how you fit into their goals.
- **Provide benefits**: Do not give generalizations about your product or service. Explain exactly how your company will meet the needs and goals of the prospects.

Estimated Time	10 minutes
Topic Objective	Share ways to prevent misunderstandings.

Topic Summary	Misunderstanding Use the exercise to explore how to communicate effectively.
Materials Required	Worksheet 2: Misunderstanding
Planning Checklist	None
Recommended Activity	Work with a partner. Discuss the exercise with the class.
Stories to Share	Share or have a few participants share stories about misunderstandings with prospects.
Delivery Tips	If you feel that it is necessary, have a small group discussion.
Review Questions	What do you need to know about your prospects to avoid miscommunications?

Stalling

Occasionally, prospects turn to objections in order to avoid making a decision. There are different reasons why people stall when they are with sales representatives. It is important to understand why people stall in order to determine how you should proceed.

Reasons:

- **Not authorized to decide**: If the prospect is not authorized to make the final decision, meet with the person who is.
- **Other interviews**: People want to compare companies. Try to make sure that you are the final interview.
- **Not convinced**: If a prospect is not convinced, ask what questions you can answer to help.
- **No time**: Set a definite time to meet with a busy client.
- **No money**: If a prospect cannot afford your product, try to fit in their budget.

Estimated Time	10 minutes
Topic Objective	Discuss the reasons why prospects stall.

Topic Summary	Stalling Practice dealing with stalling prospects.
Materials Required	Worksheet 3: Stalling
Planning Checklist	None
Recommended Activity	Work with a partner. Share your ideas with the group.
Stories to Share	Share your own experiences with stalling prospects.
Delivery Tips	To save time, forego the class discussion.
Review Questions	What should you do if your prospect has no time?

Practical Illustration

Jenny worked at the customer service desk of a paper distribution company. A customer barged in and explained his frustration with a recent order. He complained that the agreed upon price per unit had unexpectedly increased even though it had been locked in for the past year. Jenny quickly realized that the issue had arisen due to poor communication during the forging of the deal. She explained that the locked-in price was only available for the first year, after which prices could change based on the market conditions. The customer was unhappy and Jenny discovered the importance of proper communication.

Module Two: Review Questions

1.) You can develop a rapport by _______.

a) Listening
b) Making promises
c) Answering questions
d) Talking

Listening helps develop a rapport with customers. It is also important to show interest in what is said.

2.) What is true about promises?

a) They should be grand
b) They do not matter
c) They should be fully explained
d) They do not have to be true

Never overpromise. Always explain promises fully to clients to gain their trust.

3.) What is the first step to preventing miscommunication?

a) Provide benefits
b) Identify needs
c) Understand goals
d) Make promises

Miscommunication can end negotiations before they begin. The first step to communicating with a prospect is identifying his or her needs.

4.) How do you explain benefits?

a) Generally
b) With promises
c) By asking questions
d) In terms of goals

It is important to communicate the specific benefits of a product or service. Relate the benefits to the goals of the prospect.

5.) What can you do if a prospect does not have time to speak with you?

a) Schedule another time to meet
b) Continue talking
c) Send an email
d) Send a letter

Prospects stall by saying that they do not have time to talk. If this happens, schedule a time to meet.

6.) Who should you pitch to?

a) The first person you speak with
b) The CEO
c) The person capable of making the decision
d) HR director

Always make sure to contact the person capable of making a sales decision. This can prevent stalling.

7.) People are not naturally skeptical.

a) True
b) False

False: According to this module, people are naturally skeptical.

8.) Customers typically introduce sales objections for ____ main reason(s).

a) One
b) Dozens of
c) Three
d) Two

Customers typically introduce sales objections for three main reasons.

9.) How can you prevent skepticism from developing into an objection.

a) Gain trust
b) Communicate effectively
c) A and B
d) Neither A nor B

It is important to gain the trust of prospects and communicate effectively in order to prevent skepticism from developing into an objection.

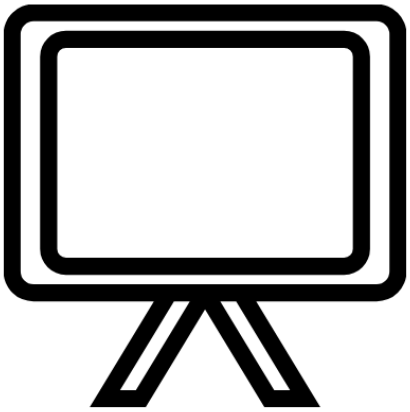
10.)If potential clients stalls because of time, what can you do?

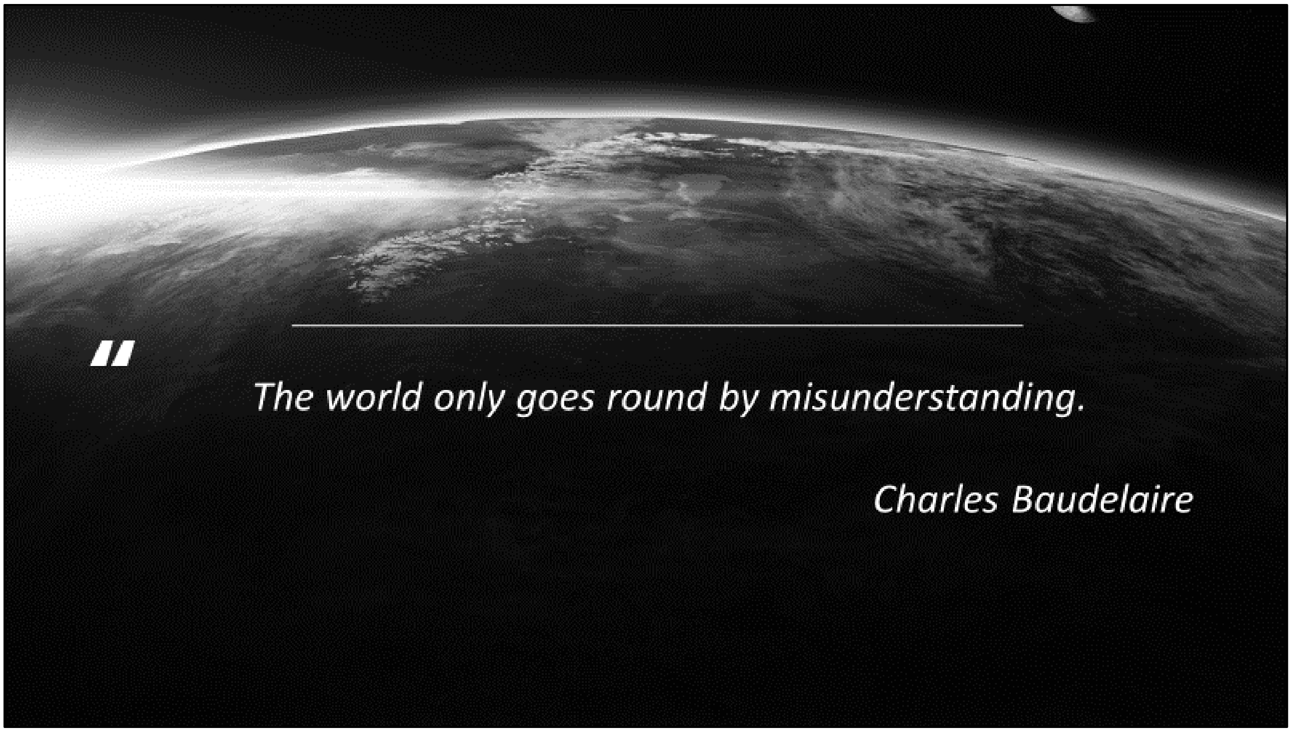
a) Let them off the hook
b) Share your frustration so they come around to your way of thinking
c) Set a definite time to meet with them
d) None of the above

No time: Set a definite time to meet with a busy client.

PowerPoint Slides

Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide. PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





MODULE TWO

Three Main Factors

Customers typically introduce sales objections for three main reasons.

Part of overcoming objections is identifying the factors behind them.

Skepticism

Lack of Rapport

Poor questions or answers

Moving too fast

Overpromising

Misunderstanding

- Identify the need
- Understand goals
- Provide benefits

Stalling

- Not authorized to decide
- Other interviews
- Not convinced

Practical Illustration

- Skepticism
- Misunderstanding
- Stalling

Module Two: Review Questions

1. You can develop a rapport by ________.

A. Listening

B. Making promises

C. Answering questions

D. Talking

Quick Reference Sheets

Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.

Overcoming Sales Objections
Quick Reference Sheet

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Translating the Objective to a Reason to Buy

Sometimes the objections that prospects give are actually good reasons for them to buy. It is the sales representative's job to point out how the objection is actually a benefit. A client may object to the change in the business your product would bring. The change, however, could lead to greater profits or open up a new clientele. This sales objection can be overcome by providing clear information and statistics that show the prospect the benefits of buying.

Example:
I understand that most of your customers do not use social media, but our service will expand your customer base.

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Common Objectives

There are several common objections that people may give after they listen to your sales pitch. There are some basic questions that will help you respond to these objections.

Common Objections and Answers:

- **Your product is expensive**: May I ask what you are comparing it to? Did you know that the quality of our product results in fewer purchases from our customers?

- **I'm not interested:** I understand that you are not interested at this time, but may I explain how we can increase your profit margin?

- **I need to think about it**: Why don't you make a decision now so you can focus on your current needs?

- **Your product does not meet our needs:** May I ask what you find lacking?

Powerful Closing Techniques

There are different closing techniques that can be adapted for different situations or people.

Close Question: A close question is designed to spur an action. We have all been asked close questions at retail stores, so they should be familiar. Regardless of the technique you use, close questions are involved. Once you ask a close question, wait for the customer to respond. All too often, sales representatives talk sales away. Silence is not bad for business.

Example:

"Would you like to take advantage of the special today or risk paying more in the future?"

Assuming the Close: In this situation, you assume from the beginning that you will close the sale. You remain confident and approach the sale as doing the client a favor.

Example:

"I see that we are on the same page. Let's improve your product. (Closing question)

Physical Action: Physical action closes involve doing something that helps the customer make the decision and introduces the closing question.

Example:

Fill out an order form as you end the conversation, or ask the client to fill one out. (Closing question)

Best Deal: The best deal close should be familiar. We all hear them during sales events. This close appeals to the desire to save money or get something for nothing.

"Today I can offer a 30 percent discount. I'm not sure how long this will last. (Closing question)

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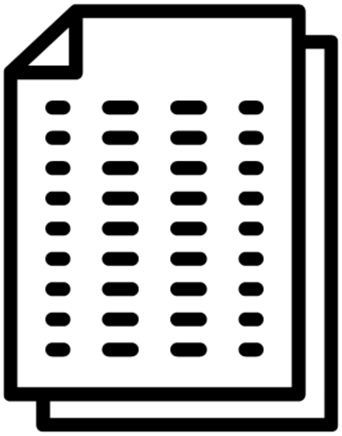
Handouts

Each course is provided with a wide range of worksheets. Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.



As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.

Sample Worksheet 1

Skepticism

You have prospects interested in using your company. You run a linen service, and your clients are opening a new restaurant. Write down ways to prevent skepticism.

1.) What should you ask?

____
____

____
____

2.) The prospects want to know how often deliveries should be made for a 100 seat restaurant.

____
____

____
____

3.) What promises should you make?

____
____

____
____

Sample Worksheet 2

Misunderstanding

You are a sales representative of a printing company. You are meeting with a small publisher who is setting up a new company.

Role-play: Choose one person to be the sales representative and one to be the publisher. Remember to avoid miscommunications by understanding the goals and needs of the client. Switch roles after completing the discussion.

Sample Worksheet 3

Stalling

Role-play the following scenarios with your partner. Switch roles for the second scenario.

- A sales representative cold calls and finds a prospect who seems interested in your product, but he will not commit. Deal with the stalling.
- A sales representative meets with a prospect and expects a sale. The prospect is very interested, but refuses to commit.

Icebreaker: House of Cards

PURPOSE

1. To help participants get to know each other

2. To identify participants' goals for the session

MATERIALS REQUIRED

3. One playing card per participant, with an equal amount of cards from each suit

4. Several sets of markers

5. Flip chart paper

PREPARATION

Pass out one playing card to each participant, face-down.

ACTIVITY

On your cue, ask participants to turn over their playing cards. They are to find others with their suit, but they are not allowed to talk or show their card. For example, if a person had a spade, they may illustrate that by pretending to dig a hole.

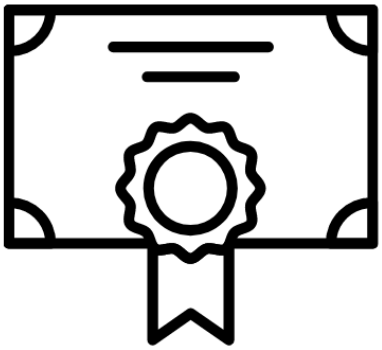
Once participants are in their groups, they are to introduce themselves and come up with a list of five things that they would like to learn during the workshop.

DEBRIEF

Once groups have created their list, bring participants back together. Have each group present their list and combine topics on the flip chart. Use this as a guide during the workshop. If there are any topics that will not be covered, let participants know where they can find more resources (such as follow-up workshops or materials from the Recommended Reading List).

Certificate of Completion

Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course

Overcoming Sales Objections

Awarded this ________ day of _______e_____, 20___

Presenter Name and Title

____