



TURNING OBJECTION INTO SALES

OVERVIEW

Do you want to increase your sales? Do you want to close more deals? Do you want an edge over your competitors? Many successful sales people all over the world have been using sales psychology and NLP strategies to enhance their performance and success. One key application of these skills is in handling objections and turning them into sales.

OBJECTIVES

At the end of the programme, participants will be able to:

- How people process information in their minds and how you can use this to understand them and help them buy from you
- How to handle objections you commonly face from prospects and turn them into sales
- How to set frames that help you sell easier and faster
- How to manage your own emotions when handling objections and closing sales
- How to create a script book to help you handle objections better

WHO SHOULD ATTEND

- Sales personal
- Marketer

WORKSHOP OUTLINE

- Module 1: Pre-Program Assessment & Welcome
- Module 2: An Overview of The Program
- Module 3: An Overview of Sales Psychology
- Module 4: How Objections Are Helping You Sell Better
- Module 5: How to use language patterns to re-frame the objections in your prospects' minds
- Module 6: More ways to use language to re-frame the objections in your prospect's minds
- Module 7: How to Use NLP Meta Programs to Improve Your Objection Handling
- Module 8: How to Use Frames to Help You Sell better
- Module 9: How to Manage Your Emotions When Handling Objections and Closing Sales
- Module 10: How to Use a Sales Script Book For Handling Objections

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