



SCIENCE OF HANDLING OBJECTIONS

You don't have to lower your price to win!

Are your sales people giving away your profit margins unnecessarily? Probably. Why? Because many sales people believe that **cutting their price** is necessary in order to win. While this may be true in some cases, **it is rarely required** with the frequency and to the degree with which it is done.

The problem may not be competitive pressure, but **unprepared sales people**. Let's face it, the end of the sales process often involves a negotiation. Unfortunately, few sales people have the skills needed to manage it. They become eager to cut the price by a "few dollars," fumbling to handle even the most common objections. This ASK module changes that by arming your people with a process that will allow them to effectively handle ANY objection they face. By providing your people with a logical business process for handling objections and negotiating, they are able to **effectively protect their price and your margins**. And because this process works with any objection, they have the opportunity for consistent practice, the key to developing superior sales knowledge and skills.

You may have seen evidence of this already. Sales people all too eager to cut the price by a "few dollars," fumbling to handle even the most common objections, even **alienating their prospects** at this critical point in the sales process.



The ASK workshop module on Negotiating and Handling Objections changes this by empowering your sellers with a process that will allow them to effectively **handle ANY objection they face.**

By providing your people with a logical business process for addressing their prospect's concerns, they are able to **close more sales at higher margins.** And because this one process works with any objection, they are afforded the opportunity for consistent practice, the key to developing superior sales knowledge and skills.

This workshop includes:

- Uncovering “hidden” objections
- Understanding the difference between objections and conditions
- Negotiating from a position of strength
- Identifying prospects who are simply trying to negotiate a better deal
- Determining how significant the prospect’s concern is
- Avoiding “positional” negotiation and the damage it can do
- Creating an environment of cooperation
- Determining precisely what must be done to remove any issue
- Methods to move the discussion away from price
- Identifying the minimum price adjustment needed to win