

A Sales Expert's Guide to Overcoming Objections

GoSkills online course syllabus

Skill level

Beginner

Lessons

20

Pre-requisites

No prior experience needed

Video duration

48m

Estimated study time

48m 6s

Instructor

Lauren LaForge

Your Customer's Question

1

Closer to a sale

Receiving objections is a part of any sales process.

Preparing Yourself

2

Receiving a no

Receiving a no isn't the end of the world. After this lesson, you'll be able to handle any objection with a prepared mindset.

3

Selling with confidence

Your confidence is their confidence, which is transmitted after closing a sale.

4

Knowing your objections

Recognize your ability to bring up objections ahead of time.

5

End with kindness

It's easy to get defensive and reply immediately after an objection. After this lesson, you'll be able to position yourself as a trusted adviser.

6

Lead with relationship

In sales, you're introducing people to a product or service that could benefit them.

Authenticity and Empathy

7

Create authenticity

Have you ever felt close to someone you just met?

8 Permission to say no

Does getting a yes feel like a battle? After this lesson, you'll be able to recognize the importance of getting a no and being at peace with it.

9 The key pillar

There is one key pillar you can use to help you overcome objections.

The Human Element

10 The universal truth

Objections are a part of human nature. After this lesson, you'll be able to identify the root cause of objections.

11 Personalize your conversation

Consider the personality of the person you're selling to.

Overcoming Objections

12 Common objections

Bringing awareness around common objections will help you prepare to overcome them.

13 Price perspective

You know your price is the best value on the market and now you have convey that to your potential buyer.

14 Unpack the hesitation

How many times have you heard "Let me think about it"?

15 Discovering the need

Asking the right questions can eliminate need objections leading you closer to a sale.

16 Who decides

Have you ever encountered, "I have to ask someone" to get permission to proceed with a sale?

17 No intention to buy

Is your prospect a serious buyer or only collecting information?

Building Resilience

18 **Keep going**
Are you disappointed of getting no's?

19 **Talk to more**
Not everybody will say yes. After this lesson you'll be able to increase the number of people you converse with, which means more chances for success.

Strengthen Your Position

20 **Win with empathy**
Now that you've watched this course, you should be able to strengthen your position as a trusted advisor in your conversations and overcome objections.

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