

Marcus van Wyk

Teacher • Speaker • Author • Assessor

Inspire, Motivate & Challenge



Leadership

Sales

Motivational

Emotional Intelligence

Personal Development

Close the Deal like a PRO!

Overcome Sales Objections and Close the DEAL!



A ONE DAY WORKSHOP 11, 28 or 30 MAY 2018

R2,300.00 pp

Includes full training manuals,
refreshments and lunch.

8:30 to 16:00

Prepaid secures your seat.

Contact:

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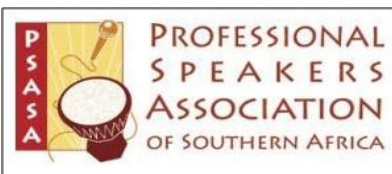
Marcus +27 82 855 4383 or
marcus@marcusvanwyk.com

VENUE:

DEFINITIVE  CONFERENCE

No 2 Kruijn Street, Harmelia, Isando
Gauteng.

(Next Door to the Road Lodge Hotel & 5
minutes from OR Tambo International
Airport)



www.online.marcusvanwyk.com

Workshop

OVERCOME SALES OBJECTIONS AND CLOSE THE DEAL LIKE A PRO!

Overview of the Workshop

To understand the skills of dealing with objections
and ultimately closing the deal.

Learning Outcomes

Experiencing a sales objection can be a disheartening event. Through this course your sales staff will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down and learning how to overcome these objections will be of great benefit.

Overcoming Sales Objections is an essential part of the sales process, as it will open a whole new set of opportunities. It will produce new sales and provide an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented.

Learning Outcomes:



- Understand the factors that contribute to customer objections.
- Define different objections.
- Recognize different strategies to overcome objections.
- Identify the real objections.
- Find points of interest and agreement.
- Recognise signals including body language signals.
- Learn to Close the deal like a PRO!

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Workshop Outline

MODULE ONE : The three main factors that contribute to customer objections

- Skepticism and doubt.
- Misunderstanding and confusion.
- Stalling and regression.

MODULE TWO : The nine effective ways of dealing with objections

- Seeing objections as opportunities.
- Translating the objection to a question.
- Translating the objection to a reason to buy.
- Points of agreement checklist.
- The unique positions checklist.
- Agreeing with the objection.
- Render it unobjectionable.
- Bring up objections first.
- Have the client answer their own objections.



MODULE THREE : Closing the Deal like a PRO!

- Understanding when it's *Time to Close*.
- Understanding sales signals.
- Learn about body language signals in closing.
- Powerful the most powerful closing techniques.

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