



The Baron
Group, Inc.

Advanced Objection Resolution Skills

Overview

Even experienced and successful salespeople often feel trepidation with respect to certain objections. When they are able to see objections as opportunities to better understand and address their client's needs, they are more successful. This program focuses specifically on the skills and processes necessary to effectively address client objections and resistance.

By the conclusion of this advanced course, participants will be able to:

- Acknowledge objections
- Use questioning skills to understand what is really driving a client's resistance
- Identify underlying needs behind objections
- Listen more effectively to what the client says and does not say
- Reframe objections as needs
- Bring a problem-solving mentality to the approach
- Offer new and creative ways to address objections