



## Handling Customer Objections

### Module 5: Course Outline

Hello and welcome to this sales course entitled "Handling Customer Objections".

Customer objections must not be seen in a negative light by a sales person but rather as an expression of the customer's interest in your product or service.

The sales person must look at the objections raised as areas that if addressed correctly will lead to a sale. Handling of customer objection is a fundamental part of the sales process.

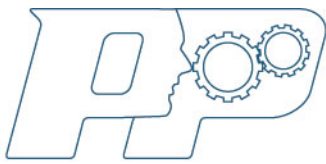
In this course we will cover the essential reasons why customer objections are raised.

We will look at typical price and non-price objections and how to deal with them.

We will look at buying signals that may be exhibited by the customer and finally we will examine the negotiating process and how this can lead to closing a sale.

After completing this course, you'll be able to:

- Identify typical real and false reasons for raising objections.
- Understand how to prevent and handle objections to sale.
- Appreciate the hidden objections a customer may have.
- Read the different buying signals and know how to take advantage of them.
- Progress a negotiation of sale to a win-win outcome.



# People & Process Academy

This course is perfect for people who are beginning a new career in Sales and have little or no experience in the area. You'll get a good insight into just how the sales process works, and practical tips that you can put to use in real sales situations. This course is also great for people who already work in a sales position, as you'll look at theories and strategies to really refine your skills.

## Course Aims

In “Handling Customer Requirements”, you will develop the skills necessary to feel comfortable in handling a range of customer objections

The course is divided into 5 lessons:

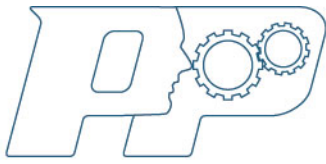
**Lesson 1: Customer Objections**

**Lesson 2: Price Objections**

**Lesson 3: Non- Price Objections**

**Lesson 4: Buying Signals**

**Lesson 5 : Negotiations**



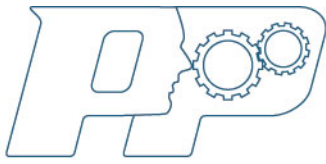
## How to navigate the course

If this is your first course with People & Process Academy, be sure to look at “Studying with People & Process” before you begin. This short video shows you how to find your way around the lessons and modules.

Lessons are all presented in video format, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later on. In Making Sales, each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you first go through the course. All registered users have unlimited access to video lessons and transcripts, and you can repeat each video as often as you like.

There's a discussion forum attached to this course. You'll find the discussion forum on the course homepage. In this forum you can chat to other students and leave questions and comments on the course.

If you have any difficulties navigating the course, see the support section for help.



## The Assessment Method

There's a quiz at the end of each lesson to test your understanding of the material.

To successfully complete this course, you must pass the quiz for each lesson. Once all the lessons have been completed, you can then download and print the People & Process completion certificate.

This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for these assessments will be posted in the discussion forum during the course.

So let's get started! In the next video, we'll get right into Handling Customer Objections by looking at "Customer Objections".