

## Introduction to Objection Handling in Sales

We don't have budget. Send an email. I have to think about it. These are objections that salespeople like us face every single day. Prospects won't buy from you or worst, they won't allow you to pitch, so welcome to business learning's knowledge hub. I'm Bradley Schaeffer and then this business masterclass I'll share with you over 30 years of sales handling experience

When you finish the course, you'll have the tools that will help you turn leads into opportunities and convert pitches into successful deals, and this course will take you through how to manage objections successfully. We're going to talk about how you could avoid objections in the first place. Then we're going to talk about what you want to achieve when you're handling objections. We're going to think about the psychology of why their customers object and the language people use when they are objecting and what that really means. We'll explore how you should handle objections that come up early in your conversations with a prospect. And we'll explore how to deal with the objections that come later in new conversation because those are very different. But I must warn you, these techniques will not work on every customer, every time you page, they just, some people that won't see value in your product and they're not ready to buy today.

So, this course won't make you win every time, but if you follow it properly, it will improve the conversion ratios that you're getting today. You're going to have to do three things, or this won't work. Practise, practise, and practise. You wouldn't expect to be brilliant at anything after taking a single lesson. And to help you. This business master class comes with videoed workshops, podcasts, a downloadable E-book, and the best training assets possible. And you can download all of these by following the links on the page below this video. I hope you enjoyed this course, but more importantly, I hope it helps you become a better sales person.