

HANDLING OBJECTIONS

WORKSHOP

OVERVIEW:

Most objections don't kill deals. What kills deals is when the real conversation never happens.

Salespeople often hear things like: *"We're happy with our current provider," OR "Your price is too high," OR "Call me next quarter," OR "We're going in a different direction"...*

and immediately try to explain, defend, persuade, or overcome the objection.

The problem? Those objections are usually symptoms of issues that should have been uncovered much earlier - lack of urgency, unclear business pain, missing decision makers, insufficient investment discussions, hidden risks, or competing priorities. This workshop teaches sales professionals how to stop fighting objections and start uncovering the truth behind them.

OBJECTIVES:

Participants will learn how to:

- ✓ Uncover the real issue behind common objections rather than treating symptoms
- ✓ Establish Equal Business Stature (EBS) and communicate as a trusted advisor instead of a vendor
- ✓ Apply Defusing the Bomb to neutralize emotionally charged objections without becoming defensive
- ✓ Leverage Pendulum Theory and Reversing to avoid arguing, convincing, or getting trapped between prospects and their decisions
- ✓ Apply OK / Not OK to create psychological safety and encourage honest dialogue

- ✓ **Handle objections around price, timing, authority, competition, and risk while maintaining trust and momentum**
- ✓ **Gain clear next steps and stronger qualification rather than stalled opportunities**

OUTCOME

Participants will learn advanced Sandler communication techniques that create Equal Business Stature, reduce buyer resistance, build trust one drop at a time, and keep conversations moving forward.

Rather than pushing harder, you'll learn how to ask better questions, stay neutral, and create an environment where prospects feel comfortable sharing what's really going on.