

MASTERING OBJECTIONS

A masterclass on how to handle the toughest sales objection and close the sale.



Confidently Get Past Any Sales Objection

Objections are the most challenging part of professional selling and the thing that holds most salespeople back from performing at their best.

®

Equip your sellers with the frameworks, techniques, and messaging skills to manage their fear of rejection and confidently handle sales objections and roadblocks to closing the sale.

Roles

This high-intensity, comprehensive training curriculum is perfect for:

- ➔ SDRs & BDRs
- ➔ Field Sales Reps
- ➔ New Sales Hires
- ➔ Account Executives

Learning Outcomes

- Objection handling frameworks for each step in the sales cycle
- How to manage the fear of rejection
- Proven objection turn-around scripts and messaging
- How to neutralize buyer resistance
- Techniques for handling prospecting objections, next step objections, red herring objections, and buying commitment objections

Flexible Delivery Modalities

Training may be delivered in ILT or VILT modalities, or through on-demand learning paths hosted on your LMS or the Sales Gravy learning platform. Deploy training on your terms with our train-the-trainer programs.

Mastering Objections is Part of a Complete System of Sales Training

One system. One language. Higher performance.



Land, Expand, Retain

Sales Gravy masterclass and workshop curriculums span the entirety of the customer journey including: Prospecting, Selling, Presenting, Objection Handling, Negotiating, Closing, Account Management, and Customer Retention.



Framework Based Sales Training Methodology

Our framework-based methodology seamlessly flexes to and integrates into existing sales, account management, and customer success processes, making it easier for learners to assimilate concepts and actualize them in the real world.

Best In Class Sales Training & Workshops

- Fanatical Prospecting[®]
- Sales EQ[™]
- Business Outcome Selling[™]
- Virtual Selling Skills
- Mastering Sales Objections
- Sales Negotiation Skills
- Customer EQ[™]
- Account Expansion Selling[™]
- Adaptive Sales Coaching[™]

