



Handling Objections in Sales Training Program

Bridging the Gap from Doubt to Deal

- Understand Customer Concerns • Respond with Confidence • Turn Objections into Opportunities



Audience

Handling Objections in Sales is designed for individuals and professionals who want to develop the skills required to confidently address customer concerns and overcome common sales objections. The training provides practical strategies for understanding the reasons behind customer hesitation and responding in ways that build trust and move conversations toward successful outcomes.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Customer success professionals
- Startup founders and small business operators
- Business development managers
- Freelancers and consultants
- Digital marketers and social media managers
- Non-tech professionals transitioning into sales or growth roles



Course Description

Handling Objections in Sales focuses on equipping participants with the techniques needed to effectively respond to customer concerns during the sales process. The course provides practical methods for identifying the root causes of objections, communicating value clearly, and guiding prospects toward confident buying decisions.

Participants will learn how to approach objections with confidence, listen actively to customer concerns, address doubts with clarity, and transform objections into opportunities to strengthen customer trust and close more sales.



Course Outline

- Module 1: Introduction to Sales Objections
- Module 2: Understanding Why Customers Raise Objections
- Module 3: Common Types of Sales Objections
- Module 4: Effective Listening and Questioning Techniques
- Module 5: Strategies for Responding to Customer Concerns
- Module 6: Communicating Value and Building Confidence
- Module 7: Turning Objections into Opportunities
- Module 8: Practical Techniques for Closing After Objections



Training Details

Duration: 1 day

Training Fee: N200,000(excluding tax)





Thank you



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