

TAKEAWAY

For every sales meeting, you should remember the four steps "Acknowledge, Ask, Answer, Activate". This will enable you to refute your customers' objections and bring the negotiation to a successful conclusion.



Recognize and refute objection codes in the personal environment

Try to discover and refute objection codes in conversations in your private and professional life. Use different topics of conversation to do this and try to "persuade" friends or colleagues to do something that they may not yet be completely convinced of. Here are a few suggestions:

- 1 Try to convince a friend of a vacation destination or type of vacation (camping, wellness, etc.) that they would not normally choose.
- 2 Try to convince a frugal family member to make a purchase that is not essential but can be quite practical in everyday life.

OVERVIEW

Objections from customers can be successfully refuted by appropriate reactions, so that the negotiation can still proceed favorably.

"No interest" and "No time"

e-learning

Handling objections

"No!" – does not always mean no. Objections do not mean disinterest on the part of the customer, but quite the opposite, potential attention. In order to be able to recognize, decode and, in the best case, crack objections from the other party, this course presents the ten most frequent objection codes and how to react to them. The acknowledgement method, which consists of four stages – the acknowledgement phase, question phase, argumentation phase, and activation phase – has proven particularly effective here. The participants learn how to use this method safely.

Group of participants:

For all employees in field sales, inside sales and key account management

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Distinguishing objections from pretexts
- ✓ Reading objections correctly
- ✓ Developing a reaction pattern for different objection
- ✓ Knowing the acknowledgement method and using it confidently to overcome objections
- ✓ Knowing how to systematically record and deal with the objections that occur in everyday work

Contents

Reading objections correctly

Overcoming objections with the acknowledgement method

The acknowledgement method in practice



Information on the web

www.haufe-akademie.de/el



Let us advise you

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