

**FACE TO FACE SELLING SKILLS**  
***MODULE 8 – QUESTIONS & OBJECTIONS***  
***Pre-Tutorial***

**ACCOUNT MANAGER'S WORKBOOK**



## **Welcome to Module 8 – Dealing with questions and objections**

Welcome to Module 8 of Face to Face Selling Skills. In this Module we shall discuss the best ways to handle questions and objections from the customer.

Almost every sales presentation will produce some questions and a few objections. We shall see that they are not necessarily bad and in some cases can actively help us.

This WorkBook contains the preparatory work for the Group Tutorial.

When you are ready to start, turn to the next page and the first Task.

## Topic 1 – Introduction

Watch the first video in Module 8 – Introduction (M8U1). This video introduces the common views about questions and objections.

In general how do you feel when you get an objection?

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## Topic 2 – Dealing with questions

All of us are used to answering questions in daily life – it is a normal part of the conversation. So most sales people find answering customer questions fairly straightforward (assuming you know the answer!). However there are times when it is better not to answer the question directly.

Now watch video 2 in Module 8 (M8U2) Dealing with questions.

### Self-reflection

How do you feel about the idea of answering a question with another question?

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Can you think of a recent situation when this would have helped you?

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Now watch video 2b - the role play example which shows how questions can be managed.

What might you have done differently in this situation?

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## Topic 3 – Dealing with objections

Now watch Video 3 in Module 8 (M8U3) Dealing with objections, which discusses how to deal with a customer objection.

### Self-reflection exercise

What do you think about the points made in this video?

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Consider a recent customer objection - how could you have handled it differently?

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What are the top 2 or 3 objections you hear?

How can you best address them?

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Now watch video 3b - the role play example which shows an example of dealing with different objections.

What might you have done differently in this situation?

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## Topic 4 – Planning ahead for questions and objections

Think about an important forthcoming customer presentation. A good way to plan is to ask yourself – what don't I want the customer to ask – then prepare for it.

What is the one question you do not want the customer to ask?

What is your answer to this question?

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What is the objection you fear the most?

How will you deal with it?

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## Topic 5 -Explaining the ideas - Preparation for the Tutorial

The best way to ensure that you fully understand a topic is to explain it to someone else. Please be ready to explain the following at the Tutorial...

What is the best way to answer questions for you?

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What is the best way to deal with objections for you?

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What have you learned from this Module?

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## **Next step**

Now that you have completed all of the pre-Tutorial work, we will look forward to seeing you at the next group session.

**FACE TO FACE SELLING SKILLS**  
***MODULE 8 – QUESTIONS & OBJECTIONS***  
***Post-Tutorial***

**ACCOUNT MANAGER'S WORKBOOK**



## **Post Tutorial WorkBook**

**Welcome to the second part of the Module 8. This Work Book covers the post-Tutorial activity.**

**When you are ready to start, turn to the next page and the first Task.**

## Topic 1 – Common questions and their answers

### Individual Task

Now that we have discussed questions, it is worth confirming the frequently asked questions you receive and defining their answers along with other supporting materials:

What are the most common questions you hear? (refer back to the previous work book)

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What do these questions tell you about the customer? For example do they reveal needs or concerns?

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What are the best answers to each of these questions?

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What additional support material could you use? (testimonials, case studies, financial data, examples, cost saving summaries, etc.)

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## Topic 2 – Common objections and their answers

### Individual Task

Now a similar exercise for the most common objections – again you have already done much of the preparatory work for this exercise – we just want to complete the thinking formally:

What are the most common objections you hear? (refer back to the previous work book)

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What do these objections tell you about the customer? For example do they reveal needs or concerns?

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What the best way to deal with these objections?

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What additional support material could you use? (testimonials, case studies, financial data, examples, cost saving summaries, etc.)

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## Topic 3 – False objections

Do you hear false objections? If so what are they?

**What are the most common false objections you hear?**

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**How should you deal with them?**

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## **Topic 4 – Questions and objections**

### **Assessed Task**

Now that you have a defined set of answers for the most common questions and objections along with supporting material, it is time to check them in the assessed task.

Present your most frequent questions and objections for review.

Also define the top one or two questions you do not want the customer to ask along with credible answers.

## **Topic 4 – The sales presentation - Assessed Task – Line Manager’s Review**

Having reviewed the results of the Assessed Task on the most common questions and objections, are you satisfied that the Sales Person:

**Has defined and developed strong answers for the most common questions?      Yes/No**

**Has defined and developed strong answers for the most common objections?      Yes/No**

**Is able to identify and answer the question you don’t want the customer to ask?      Yes/No**

**Has identified and prepared supporting material where appropriate?      Yes/No**

Comments:

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Signed:

Name:

Position:

## Module 7 - Key Points Summary

Use this summary to remind yourself about the key points in this Module – note any point which is not clear and raise this at the next Group Tutorial

- **Most sales presentations result in questions and objections**
- **Objections are not necessarily bad**
- **Customers use questions and objections to test their understanding, your plan and their ability to present your plan internally**
- **It is very useful to know why a particular question has been asked**
- **Ensure your answer satisfies the customer before moving on**
- **Customer questions give you more knowledge and information**
- **Objections are often used to test the idea**
- **Vague objections must be qualified before you can address them**
- **Not all objections are genuine**
- **You should test an objection before you answer it**

## My Capability Scorecard

Complete the Scorecard for Module 8. Identify any issues which need further development. You can discuss these in the next Group Tutorial if you would like input from the Group or with your Group Buddy, your Line Manager or by booking a one-to-one coaching session with a Group Coach.

CAPABILITY BEST PRACTICE SCORECARD - SELLING SKILLS MODULE 8 QUESTIONS & OBJECTIONS			
<p><b>This Scorecard defines the Best Practice for Module 8 of the Face to Face Selling Skills Program – Dealing with Questions and Objections</b>  <b>Having completed the Module, each Delegate should be able to answer 'Yes' with a high confidence level for each of the 10 Best Practice Criteria</b></p>			
Best Practice Component	Yes/No	My confidence level (1-10)	Is there anything I must do to improve this?
1 I can explain why getting questions and objections can be helpful			
2 I recognise the need to understand why a particular question has been asked			
3 I can explain why in some cases it makes sense to answer the question with a question			
4 I recognise the need to check that my answer is sufficient for the customer			
5 I can explain the various reasons why customers make objections			
6 I recognise the importance of fully understanding the objection			
7 I can explain how to deal with the vague objection			
8 I can explain what is meant by a false objection			
9 I can explain how to test and then deal with a false objection			
10 I aim to identify objections in advance and deal with them in the presentation			

