



## Face to Face Selling Skills – Module 8

### Dealing with questions and objections



## Key Points Summary

Use this summary to remind yourself about the key points in this Module

- 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
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