



SEARCH 4 EXCELLENCE

CLOSING SALES EFFECTIVELY

Key Takeaways

- **Understand different types of objections raised by customers**
- **Use a step-by-step strategy to handle objections tactfully**
- **Understand and effectively use a strategy to negotiate**
- **Close sales and follow up with customers to build long-lasting relationships**
- **Create a great customer experience and get repeat business**

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration



KEY CONCEPTS COVERED

- Introduction to sales
- Sales process

- Types of Objections
- LAER Model
 - Listen
 - Acknowledge
 - Evaluate
 - Respond
- The 3 Fs
 - Feel
 - Felt
 - Found

- Negotiation strategies
- PEDRO for closing and follow up
 - Process the order
 - Expectation Fulfilment
 - Dealing with Feedback
 - Relationship Building
 - Offering Additional Benefits

EXPECTED OUTCOME

Understand the sales process

Effectively handle all objections

Close a deal smoothly and follow up



THANK YOU

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