

AAIM Course Description



Overcoming Objections

As a Sales Team member, you are challenged by the objections that clients have as you attempt to provide solutions. This course provides tools for proactively managing discussions and provides two different structures for overcoming objections professionally.

At the end of this course you will be able to:

- Use proactive objections phrasing to manage client conversations
- Apply professional objections structures to manage specific business-related concerns

Topics that will be covered:

- Objection Statements
- Addressing the Question

Prerequisites: Anyone within the sales field.

Advanced Preparation: There is no advanced preparation for this course.

Competencies: Sales

Delivery Method: Group-Live | **Course Level:** Overview | **Duration:** 2hrs

Continuing Education/Recertification Credits: CPE Credits, HRCI Recertification Credits and SHRM Professional Development Credits may be available for this course.