



What did it cost you
to get this far? How will you
"handle" losing the sale?

WHO IT'S FOR:

**MASTERING OBJECTIONS IS
FOR SALES TEAMS FACED WITH
THESE CHALLENGES:**

- **INEFFECTIVE RESPONSES
TO RECURRING
OBJECTIONS**
- **LANGUISHING PROPOSALS**
- **POOR CLOSING RATIOS**
- **INACCURATE FORECASTS**
- **OBJECTIONS UNIQUE TO A
PRODUCT OR MARKET**



SHORTCUTS TO YES™

PUT PROBLEMS WITH OBJECTIONS BEHIND YOU FOREVER

HOW MUCH DO OBJECTIONS COST YOU NOW?

Objections are exceedingly expensive, because they come at the end of the sales cycle. You've already committed most of "the cost of sale," and yet you have no sale. You've spent the money for generating the lead long ago, and you're way past qualifying. You've consumed hours identifying their needs. You've put your investment in product knowledge to good use, delivering a solid presentation that makes a good case for your product and your company. And you've quoted them a fair price.

After all that work and expense, are you willing to risk losing the sale? Are you willing to let an objection flush all that hard work down the drain here at the END of the sales cycle? Doesn't it make sense to do more than "handle" objections? With so much at stake, day in and day out, don't you really want salespeople to *master* objections?

SECURE THE GAP BETWEEN QUOTE AND CLOSE

Mastering Objections is an activity-based sales seminar for learning *and applying* proven, powerful objection response techniques. Finally, salespeople are able to remove the obstacles that derail sales between the quote and the close. You'll see a jump in closing ratios -- and sales -- immediately.

We'll introduce your salespeople to proven methods for addressing the concerns that prospects have on the way to the "Yes!" Whether the objections are universal ("Your price is too high."), or unique to a product or market, salespeople leave this seminar with the tools and the skills to ensure that they're never caught off guard by a "surprise" objection again.



MAJOR GAINS IN SALES PRODUCTIVITY

Sales managers, this half-day seminar will enable your salespeople to:

- Move effortlessly past objections and close more sales.
- Develop their own objections responses for situations unique to their geography, market, or selling style.
- Conquer thorny objections once and for all.

WHAT OTHERS ARE SAYING:

"OUR SALESPEOPLE LEFT HERE WITH EVERYTHING THEY NEEDED RIGHT UNDER THEIR ARMS."

AUTOMATIC DATA
PROCESSING
JEFF FIELDS, VP OF SALES

"I CAN USE WHAT I LEARNED THIS MORNING TO CLOSE A SALE TODAY. IMMEDIATELY RECEIVED ROI ON THE PRICE OF THIS SEMINAR."

ETECH, INC.
KARLA MOCK, DIRECTOR OF
BUSINESS DEVELOPMENT

"YOUR SESSIONS ARE CONSISTENTLY INTERACTIVE, HIGH-ENERGY, AND - BEST OF ALL - TIGHTLY FOCUSED."

NORTEL NETWORKS
BETH BARROW, MANAGER

"ALL HELPFUL. VERY INTERACTIVE. EXCELLENT!"

XONEX, INC.
ANDREW L. DRESCHER,
DIRECTOR OF BUSINESS
DEVELOPMENT



"HANDLING" OBJECTIONS ISN'T GOOD ENOUGH

Many salespeople understand intellectually how to "handle objections," yet few have achieved Mastery. Mastery means they'll be able to respond successfully during the pressure of the sales call and secure the sale, time and time again.

We won't be handing out a box of one-size-fits-all silver bullets that magically make objections go away. We will deliver a complete program that includes a set of objections response techniques, examples, and a process. We'll expect salespeople to actually apply these tools and techniques right in the workshop, so that they master their new skills before they leave.

Mastering Objections isn't just a training event, but an approach to selling. New objections will crop up tomorrow as your market, your offer, and your competitors change. Salespeople will be able to apply this program and successfully respond to new objections long after the seminar is over. That's what Masters do.

WE DON'T LEAVE YOUR SUCCESS TO CHANCE



We'll put a toolkit in your salespeople's hands so they can solve their own recurring sales stalls and objections. Each attendee receives a workbook full of examples to make application of new material easy; all the hard work is already done.

When the **Mastering Objections** seminar is over, they'll leave with over 60 different objection responses right under their arm! And not generic, one-size-fits-all responses, but tailored responses to fit the REAL objections that your salespeople run into day in and day out.

CALL 770-271-7719 FOR MORE CONFIDENCE

You've already have so much invested in your pipeline of prospects. Call Paul Johnson today to schedule this half-day seminar and give your salespeople the tools, skills, and the **confidence** to avoid failure when faced with the objections that can derail their sales efforts. Invest in **Mastering Objections** today and ensure you get all the sales you deserve tomorrow.

Mastering Objections is another Shortcuts to Yes™ program for shortening the sale cycle from Panache and Systems LLC.