

## **Sales & Selling - Week 3:**

Learn how to sell and handle objections

**Focus:** In this video we are going to provide you with the fundamental selling techniques and tools you need to sell your products and services confidently.

### **Common problems/mistakes:**

- People often lack the confidence needed to generate sales;
- Very few people lack the basic selling skills needed.

### **Why is it important:**

- More sales, more income, more profit;
- Having a few simple selling techniques under your belt can increase sales significantly;
- Gives you the confidence to turn more “no’s” into “yeses”.

### **How to do it well?**

Screen Share:

- Selling techniques
- Types of objections and how to handle them.

### **Template/checklist:**

Sales objection template.

### **Tips for success:**

- Practise makes progress;
- If you are really struggling with sales (and have the capacity to do so), find an evening or part-time “cold-sales” role to get comfortable with the process;
- Remember people buy from people so relax, be yourself. You’ll be surprised how many people purchase.

### **Task:**

List down all the common sales objections you receive and write a response to overturn each one using the template provided.