

Coaching Your Team to Deal with Objections



In sales, objections aren't new — in fact, most teams hear the same 15–20 objections again and again. The challenge isn't the objection itself, but how confidently and consistently your team responds. When salespeople know the common objections, understand what lies behind them, and practise clear, calm responses, they become far more effective. This cheat sheet helps your team recognise patterns, build confidence, and handle objections with clarity rather than pressure.

Top 12 Most Common Sales Objections



Objection	What It Really Means
<i>It's too expensive.</i>	I don't see the value yet.
<i>We don't have budget.</i>	This isn't a priority right now.
<i>Send me some information.</i>	I'm not convinced enough to continue.
<i>I need to think about it.</i>	I'm uncertain or confused.
<i>We're happy with our current supplier.</i>	You haven't shown a compelling difference.
<i>Now's not a good time.</i>	There's no urgency yet.
<i>I need approval from others.</i>	You're not speaking to the full buying team.
<i>We've had a bad experience before.</i>	I don't trust this will work.
<i>Your competitor is cheaper.</i>	Prove your superior value.
<i>I'm too busy.</i>	You haven't created relevance.
<i>Let's pick this up next quarter.</i>	Low urgency.
<i>It's not a priority.</i>	No urgency created yet.

Use the EARC method to provide a confident, value-led response that reduces resistance

E

Empathy

Acknowledge sincerely.

"Thanks for sharing that — a lot of customers felt the same initially."

A

Ask

Get curious and uncover the root cause.

"What part feels most expensive — the price or the perceived return?"

R

Respond

Provide clarity, proof or new insight.

"Let me show you how this reduces operational cost over the next 6 months."

C

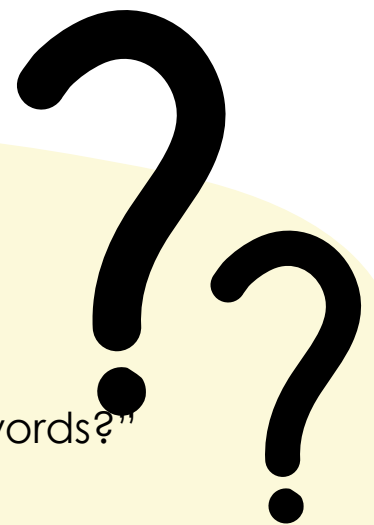
Close

Check understanding and move forward.

"Does that address your concern, or is there something else we should explore?"

Coaching Questions for Objection Handling

- "What was the real objection behind their words?"
- "Which question could you have asked to understand the concern more clearly?"
- "Where in the conversation could you have created more value before the objection appeared?"
- "How did you use EARC — and what step was missing?"
- "What evidence or story could you use next time to increase confidence?"



MEETING MANAGEMENT



Master the essentials of effective meeting management in our focused workshop. We explore strategies to enhance engagement, boost productivity, and deliver maximum value in every meeting.

Participants will gain insights into key aspects of meeting success—from impactful facts and figures on meeting effectiveness to the skills and behaviors that foster engaging discussions. We'll address the unique challenges of in-person vs. virtual meetings, providing strategies to maximize efficiency in each. The workshop covers strategic planning for customer meetings, including cadence-based engagement and setting clear objectives. Learn to craft agendas that drive outcomes, adapt to DISC profiles, and use questioning techniques to uncover insights. By the end, your team will be ready to plan, execute, and follow up on meetings effectively, ensuring strong customer relationships and ongoing business growth.

Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one, two, or three days, cover various topics tailored to optimise your team's performance and address your unique challenges.

Topics Available

- Identify Essential Skills and Behaviours for Leading Engaging Meetings
- Understand the Unique Challenges of In-Person vs. Virtual Meetings
- Implement Strategies to Maximise Efficiency in Virtual and In-Person Settings
- Use the Nine-Box Grid (Value vs. Trust) to Identify Customer Meeting Types
- Explore the Benefits of Creating an Annual Customer Meeting Plan
- Set Meeting Objectives: Minimum, Maximum, and Aspirational Goals
- Understand the Importance of Agendas and What to Include for Impact
- Reflect on Your Rapport-Building Skills for Stronger Connections
- Refine Questioning Techniques to Qualify Customer Needs and Goals
- Summarise Meetings Clearly to Avoid Misunderstandings and Assumptions
- Agree on Next Steps to Keep the Sales Process Progressing Smoothly

Additional Resources

Other available resources to support your meeting management workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.

WIN-WIN NEGOTIATIONS

Experience the art of Win-Win Negotiations in our workshop. We delve deep into the complexities of negotiation strategies, aiming to create collaborative outcomes and unlock maximum value for all stakeholders.

Throughout the session, we guide participants through essential pre-negotiation steps, emphasising the importance of understanding the underlying costs of deal components and discerning their perceived value by the customer. Furthermore, our focus extends to strategic planning for negotiation success, covering key concepts like the Zone of Possible Agreement (ZOPA), crafting meticulous planning sheets, and implementing actionable techniques for optimising Win-Win outcomes.



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Topics Available

- What are collaborative negotiations?
- The importance of ethical behaviour in negotiations
- Exploring effective communication strategies to influence negotiations positively.
- Understanding the significance of trust and rapport
- What are trading variables and the importance of cost vs value.
- What does the other party value in the negotiation?
- Developing skills to address objections effectively
- Learn about the ZOPA when negotiating.
- Use a planning sheet for your negotiation.
- What are collaborative negotiations?
- Create a BATNA to increase your confidence.
- Discover top tips on trading variables.
- Tactics that buyers use to make you concede

- Learn how the negotiation environment is changing.
- Reviewing negotiation outcomes and analysing lessons learned to improve future negotiation strategies and tactics.

Additional Resources

Other available resources to support your presenting confidently workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team to identify negotiation traits.
- Negotiation Skill scans for both team members and managers for assessment.
- Integration of managerial best practices.

SALES 101



This fundamental sales workshop caters to individuals newly entering sales roles, those currently overseeing sales without formal training, and team members in customer-facing positions who play a strategic role in supporting the sales process. Designed to build essential skills and confidence, the workshop covers the foundational principles of effective selling, focusing on techniques to identify customer needs, communicate value, and establish trust.



Additionally, participants will be introduced to consultative selling—a customer-centric approach that emphasises understanding the customer's unique challenges and tailoring solutions to meet their specific goals. By learning to ask insightful questions, listen actively, and creating meaningful conversations, delegates will gain tools to build stronger, long-term relationships and drive more successful outcomes for both the customer and the business.

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Topics Available

- What is Consultative Selling?
- Exploring Various Communication Styles with DISC
- Essential Skills for Successful Sales Processes
- Activities for Maintaining a Healthy Sales Pipeline
- Understanding the Customer's Buying Process
- Lead Generation Strategies and Techniques
- Building Rapport: Definition and Strategies
- Identifying Gatekeepers and Effective Strategies for Dealing with Them
- Crafting a Professional Introduction
- Key Questions to Ask Your Customers
- Matching Your Product to Customer Needs
- Strategies for Overcoming Objections
- The Art of Closing and Effective Follow-Up Techniques

Additional Resources

Other available resources to support your Sales 101 workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.

SALES MANAGEMENT



The Sales Management workshop is designed to enhance your skills as a sales leader. It focuses on key areas that drive team performance and individual growth. With various topics to choose from, you will learn to distinguish between management and leadership and identify your unique style. You will explore how to set meaningful targets and create a high-performance culture within your team by establishing a productive team rhythm of informal conversations, 121s, and performance reviews.

You will recognise the need to choose different techniques for each salesperson, from training to mentoring and coaching, to create a high-performing team. Overall, this workshop aims to give you tools and techniques if you are new to sales management or have never received formal training, gaining the confidence to lead a sales team.



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Topics Available

- Understand the Distinction Between Management and Leadership Skills
- Identify Strengths and Areas for Improvement in Your Personal Style
- Explore the Key Competencies and Skills Needed for Your Team's Success
- Develop a Consistent Rhythm for Team Development
- Differentiate Between Informal Conversations, 1:1 Meetings, and Performance Reviews
- Hold Your Team Accountable for Delivering Results
- Set Quantitative and Qualitative Targets with Meaningful KPIs
- Ensure Your Team Focuses on High-Impact Activities to Achieve Their Goals
- Apply the Right Combination of Skills to Drive Team Growth
- Create an Environment for Open, Constructive Feedback
- Build Confidence in Managing Difficult or Challenging Conversations
- Encourage Independence and Growth in Your Team Through Coaching
- Learn How to Build and Sustain a High-Performance Team

Additional Resources

Other available resources to support your Sales Management workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.