



Learning Action Plan # 8

The One Month 'Handling Objections' Course

Your issue: "My sales people need to become better equipped to effectively **handle objections.**"

Our solution: **The One Month 'Handling Objections' Course**

1. Either: a. Subscribe each of the sales people to the SRC, (This will allow each sales person to view the material on their own computers, on their own schedule, saving you and them time.)

or b. Subscribe your office to the SRC, and bring everyone in to view the lessons as a group. (This is less expensive up front, but will cost you more in terms of travel time and time away from the field for the sales people. Note: Anyone providing their password and user name to someone else is a violation of our terms of service, and will result in immediate cancellation of the service.)

2. There are a couple of options for your involvement.

a. You can be credentialed as a "learning manager" and then run a report each month to see what each sales person has done and how well they have done. This provides you oversight, and you can take what ever action is appropriate.

b. To be more hands-on in the learning experience, follow this sequence:

1) At the end of the first and each following month, send them an email that says this:

As a result of interacting with the content on The Sales Resource Center you should have gotten some good ideas, and decided to implement one of them. Please share your "Precise Prescription" with me. Send it to me by return email by 8 AM Monday.

2) Review each sales person's Precise Prescription with them sometime during the following week. Ask each one:

*How are you doing with?
What kind of results are you seeing?
Is there anything I can do to help you?*

3) Recognize and reinforce positive changed behavior. If someone is successful in creating a positive result through the application of a Precise Prescription, have that person share that success story with the other sales people at your earliest convenience.

3. Assign them these lessons over the next four weeks:

Week One:

- a. Nugget N-206: Welcome to The Sales Resource Center™
- b. Nugget N-203: How to Get the Most Out of the Sales Resource Center™
- c. Cluster CL-87: The Menta-Morphosis® Learning System
- d. Cluster CL-10: Handling Objections

Week Two:

Pod-9: Handling Objections, Part 1: How to plan to handle every objection

Week Three:

Pod-10: Handling Objections, Part 2: How to finesse the customer around an objection

Week Four:

Pod-23: Effectively handling the Price Objection

5. When everyone has finished this series of learning units, move on to another Learning Action Plan.