

## CFAS7.6

### Handle objections and close sales



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#### Overview

This unit focuses on handling and overcoming sales objections in order to be able to close the sale effectively.

It covers how you must focus on preventing and overcoming objections and closing a sale in a way that is mutually beneficial to both your customer and your organisation.

You will need to evaluate a range of different sales situations and demonstrate a good knowledge and understanding of your products or services in a way that enables you to convince your customer and close the sale.

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Sales Executives and Sales Team Leaders

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#### Performance criteria

*You must be able to:*

- P1 plan to deal with a variety of standard and unusual sales objections prior to dealing with your customer
- P2 identify customer needs and wants in relation to their objections by using a variety of questioning techniques
- P3 demonstrate an in-depth knowledge and understanding of your products or services in order to answer objections posed by your customer
- P4 narrow down the issues that are holding your prospective customer back from agreeing the sale
- P5 explore the issues with your customer to identify and prioritise concerns
- P6 provide evidence to your customer of the strengths of your own company's products or services
- P7 check that your prospective customer agrees with your view of how the objection can be overcome
- P8 identify verbal and non-verbal buying signals as a sign of whether or not to move towards the close
- P9 move towards a trial close and ask for the order letting your customer answer and addressing further objections and concerns if necessary
- P10 look for further potential add-on, up-selling or cross-selling opportunities prior to closing the sale and close the sale

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### Knowledge and understanding

*You need to know and understand:*

- K1 classic and unusual objections that might arise and the difference between sincere and insincere objections
- K2 positive and negative verbal and non-verbal signals given in sales settings
- K3 the use of listening skills and how to summarise to confirm understanding
- K4 different questioning techniques and how to use them effectively
- K5 typical barriers that exist between customers and sales people
- K6 the importance of testimonials when overcoming objections
- K7 how to illustrate benefits and features of a product or service
- K8 how to negotiate effectively to close a sale and knowing when to say 'no' to your customer
- K9 the concept of cross-selling, up-selling and add-ons and how they can be used to increase sales values and profitability
- K10 techniques for closing a sale
- K11 the difference between assertive and aggressive behaviour in the context of closing sales

### **Industry/sector specific knowledge and understanding**

- K12 legal, ethical and regulatory issues that relate to selling of products or services in your industry/sector
- K13 competitor information in order to make key competitor comparisons
- K14 industry/sector pricing structures and their impact upon sales objections

### **Context specific knowledge and understanding**

- K15 sales targets for turnover, growth and profitability
- K16 details of your organisation's products or services
- K17 organisational procedures for dealing with objections
- K18 the scope of your authority and responsibility when dealing with objections
- K19 concessions available in your area of responsibility and when authority is required
- K20 resources available to counter the sales objections
- K21 how to use testimonials to progress a sale
- K22 how to identify and exploit opportunities for up-selling, cross-selling and selling of add-ons
- K23 who to go to when in need of support to overcome objections
- K24 organisational techniques for closing sales
- K25 organisational procedures for accepting confirmation of an order

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#### Additional Information

##### Behaviours

1. you know your products or services in detail
2. you control the conversation with your customer
3. you observe verbal and non-verbal signals during your dealings with your customer
4. you use effective questioning methods and techniques
5. you summarise the situation frequently
6. you allow customers time to answer and then probe customer objections further to clarify the situation
7. you are assertive, convincing and firm but also respectful and polite
8. you avoid potential barriers that exist in the sales situation and aim to overcome them
9. you are receptive to customer feedback at all times

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**Relevant occupations**  
1132 Marketing and sales managers  
3542 Sales representatives  
7113 Telephone salespersons  
7129 Sales related occupations nec

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**Suite** Sales 2010

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