
Overview

This standard focuses on negotiating and 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 and/or services in a way that enables you to convince your customer and close the sale. This standard is for sales professionals.

**Performance
criteria**

- You must be able to:
- P1 define the objectives for the negotiations, based on an assessment of the customer's negotiating stance and the organisation's strengths and weaknesses, identify potential problems that could arise and formulate solutions to overcome them
 - P2 plan to deal with a variety of standard and unusual sales objections prior to dealing with the customer
 - P3 identify customer needs and wants in relation to their objections by using a variety of questioning techniques
 - P4 answer objections posed by the customer, providing evidence to the customer of the strengths of the company's products and/or services
 - P5 narrow down the issues that are holding the prospective customer back from agreeing the sale
 - P6 explore the issues with the customer to identify and prioritise concerns
 - P7 create a 'win-win' situation during negotiations by balancing the needs of the organisation and those of the customer
 - P8 check that the prospective customer agrees with the solution to overcoming the objection
 - P9 identify verbal and non-verbal buying signals as a sign of whether or not to move towards the close
 - P10 move towards a trial close and ask for the order letting the customer answer and addressing further objections and concerns if necessary
 - P11 look for further potential add-on, up-selling or cross-selling opportunities prior to closing the sale and close the sale
 - P12 record outcomes of negotiations accurately and store those records appropriately

Knowledge and understanding

You need to know and understand:

- K1 legal, ethical and regulatory issues that relate to selling of products and/or services in the industry/sector
- K2 competitor information in order to make key competitor comparisons
- K3 industry/sector pricing structures and their impact upon sales objections
- K4 organisational procedures for negotiating and dealing with objections
- K5 how to define objectives for a negotiation based on an assessment of the customer's negotiating stance and the organisations strengths and weaknesses
- K6 typical and unusual problems and objections that might arise and the difference between sincere and insincere objections
- K7 positive and negative verbal and non-verbal signals given in sales settings
- K8 the use of listening skills and how to summarise to confirm understanding
- K9 different questioning techniques and how to use them effectively
- K10 typical barriers that exist between customers and sales people
- K11 the importance of testimonials when overcoming objections
- K12 how to illustrate benefits and features of a product and/or service
- K13 the concept of "win-win" situations and how to create them in negotiations
- K14 how to negotiate effectively to close a sale and knowing when to say 'no' to the customer
- K15 the concept of cross-selling, up-selling and add-ons and how they can be used to increase sales values and profitability
- K16 techniques for closing a sale
- K17 the difference between assertive and aggressive behaviour in the context of closing sales
- K18 the organisation's procedures for recording and storing the outcomes of negotiations

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