

## SERE - Sales Team Resolving Objections and Conflict-Free Negotiations

### OVERCOMING OBJECTIONS AND “WIN-WIN’ NEGOTIATIONS (SERE-1)

**Automotivators Training Delivery Methods: Trainer Lead:** In-Person or Online Live via Zoom.

**Duration:** 6 hours in-person or 2 x 3-hour sessions via Zoom.

**Attendees: Sales Team and Managers**  
**Trainer-Led**

#### Learning Objectives:

- Participants will know the types of objections that they will encounter
- Participants will know where objections come up in the sales process
- Participants gain a high-level knowledge of consumer fears that cause objections.
- Participants will know effective transition strategies to engage objections
- Participants will be able to restore leadership in the face of an objection or stall
- Participants will understand how effective actions within the selling cycle can prevent objections.
- Participants will learn how to flush out hidden objections and uncover the customer's Terms to Own.
- Participants will be able to employ an effective strategy for closing on final objections.
- Participants will understand the most effective flow of events in an effective negotiation strategy.
- Participants will understand how to justify trade values and be able to employ various closing strategies while maintaining positive leadership with customers

#### Projected Expected Outcomes:

- Returning to the dealership, participants should feel more confident in identifying and solving objections and customer concerns throughout the customer experience.
- Participants will have better skills to increase conversion rates, gross profit and improve CSI.

#### Course Topics:

- Identifying Objections
- The Fear Factor and Our Role in Objections.
- Transitions: Taking the Lead
- Preventing Objections
- Information Review
- Closing on the Objection
- Negotiations: Working with Your



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Manager

- Overcoming Trade Objections:  
Justification- Closing strategies.