

H122 04 (CFAS7.6) Handle objections and close sales

What is this Unit about?

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.

Who is this Unit for?

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

Sales Executives and Sales Team Leaders.

Outcomes of effective performance

You must be able to:

- 1 Plan to deal with a variety of standard and unusual sales objections prior to dealing with your customer.
- 2 Identify customer needs and wants in relation to their objections by using a variety of questioning techniques.
- 3 Demonstrate an in-depth knowledge and understanding of your products or services in order to answer objections posed by your customer.
- 4 Narrow down the issues that are holding your prospective customer back from agreeing the sale.
- 5 Explore the issues with your customer to identify and prioritise concerns.
- 6 Provide evidence to your customer of the strengths of your own company's products or services.
- 7 Check that your prospective customer agrees with your view of how the objection can be overcome.
- 8 Identify verbal and non-verbal buying signals as a sign of whether or not to move towards the close.
- 9 Move towards a trial close and ask for the order letting your customer answer and addressing further objections and concerns if necessary.
- 10 Look for further potential add-on, up-selling or cross-selling opportunities prior to closing the sale and close the sale.

Behaviours which underpin effective performance

- 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.

Knowledge and Understanding

You need to know and understand

General Knowledge and Understanding

- 1 Classic and unusual objections that might arise and the difference between sincere and insincere objections.
- 2 Positive and negative verbal and non-verbal signals given in sales settings.
- 3 The use of listening skills and how to summarise to confirm understanding.
- 4 Different questioning techniques and how to use them effectively.
- 5 Typical barriers that exist between customers and sales people.
- 6 The importance of testimonials when overcoming objections.
- 7 How to illustrate benefits and features of a product or service.
- 8 How to negotiate effectively to close a sale and knowing when to say 'no' to your customer.
- 9 The concept of cross-selling, up-selling and add-ons and how they can be used to increase sales values and profitability.
- 10 Techniques for closing a sale.
- 11 The difference between assertive and aggressive behaviour in the context of closing sales.

Industry/sector specific Knowledge and Understanding

- 1 Legal, ethical and regulatory issues that relate to selling of products or services in your industry/sector.
- 2 Competitor information in order to make key competitor comparisons.
- 3 Industry/sector pricing structures and their impact upon sales objections.

Context specific Knowledge and Understanding

- 1 Sales targets for turnover, growth and profitability.
- 2 Details of your organisation's products or services.
- 3 Organisational procedures for dealing with objections.
- 4 The scope of your authority and responsibility when dealing with objections.
- 5 Concessions available in your area of responsibility and when authority is required.
- 6 Resources available to counter the sales objections.
- 7 How to use testimonials to progress a sale.
- 8 How to identify and exploit opportunities for up-selling, cross-selling and selling of add-ons.
- 9 Who to go to when in need of support to overcome objections
- 10 Organisational techniques for closing sales.
- 11 Organisational procedures for accepting confirmation of an order.

Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.

- 1 As part of the assessment for this qualification, you must have access to a work or realistic work environment (RWE).
- 2 You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
- 3 You must provide evidence that all sales activities take account of:
 - ◆ regulatory and/or legislative requirements
 - ◆ ethical constraints
 - ◆ the policies and procedures of your own organisation.

