

**NO MORE OBJECTIONS**



**Professional Series  
Consultative Selling Classroom**

**Leverage Strengths  
[CustomSalesTraining.com](http://CustomSalesTraining.com)**

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## ***Learning is a challenge!***

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First, we have to get over our natural resistance to allowing *anything* new into our already too busy lives.

Secondly, we have the challenge of understanding all this new and unfamiliar information.

Finally, we have to deal with the forces of habit. The habits of routine, how we react, how we feel, and how we think.

No wonder this process can seem just *too much effort!*

**But the effort is worth it, and you are worth the effort!**

As adult learners, we have the added challenge of incorporating our life experiences and all the existing professional expertise we have accumulated into this new mix.



Learning is definitely a challenge, but one that you are up to, and you are not alone. Following are some very important tips that will help you through this process.

Following is our suggested framework for learning that will support you during the new experiences ahead:

- This is a DVD and Workbook learning package. You will need to spend time with both. Allow yourself the time you need to be successful.
- Watch the DVD on its own first! Allow yourself to **watch and listen** to the material without distraction. If you have the workbook in front of you, your attention will be distracted. Leave the workbook to one side for now.



Put on the DVD, be open-minded to what you are about to see and hear. You do not need to take notes or do

anything else at this stage.

- After you have watched the DVD once in its entirety, then collect the workbook.
- Watch the DVD and follow along with the workbook. You will notice that the titles on the top, right-hand corner of each page correspond with the blue strip titles that appear periodically throughout the DVD presentation.
- During the DVD presentation, a *workbook prompt* will appear. The image of the notebook is your opportunity to pause the DVD and turn to your workbook to read the appropriate section and complete the exercises.

Some sections will have a small amount of reading, some will be quite a few pages.

Some exercises will require just a few minutes of thought to complete, others will be involved and require you to gather information from your real life work situation. Be prepared to take the time you need to complete the learning process thoroughly.



The goal is to advance your existing skills, this is not a test situation or a race to the finish. As we have said before, *allow*

*yourself to succeed.*

Understand the natural barriers we all face as experienced professionals in a learning situation and

use these steps as a framework for success.

Each one of us has different learning styles and very different life experiences to draw from. Do not judge yourself against how long or how well others have worked through this material.

**Finally, enjoy the process.**

**Expand your knowledge**

**and have a**

**great learning day!**

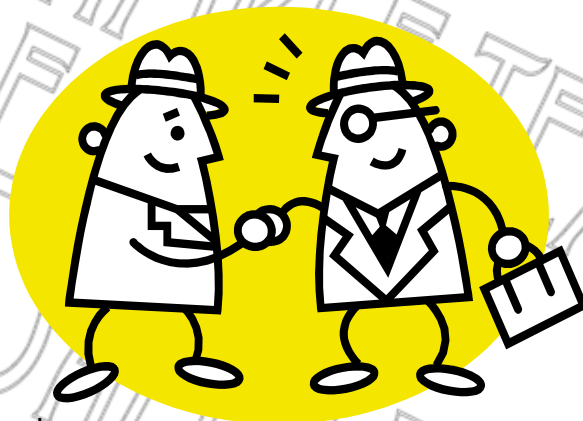
## ● Introduction

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The consultative selling workbook that you are about to use has been specifically designed to advance your professional selling skills and confidence in the area of overcoming the objections we hear from our customers on a daily basis.

After you have completed all the exercises in this workbook, you will have gained the knowledge and additional confidence to not only **know what to say** when you are faced with an objection, but how to embrace your customer's comments and use them as a source of information to successfully move along the sales process.

This workbook will give you tried and tested tools that help you to understand why your customers throw out objections and what it is they are really objecting to.



As with all CST training modules, during this workbook we stress the importance of treating people with honesty and always doing the right thing.

## ● The Rapport Curve

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The 'S' Curve of selling is a visual representation of the rapport building process.

Rapport building, or relationship building is the foundation of consultative selling. This process not only furthers the selling cycle but also gives us the opportunity to thoroughly understand our customers' specific marketing needs.

The process begins with very gentle, non-intrusive questions that a new customer will feel quite comfortable answering. As we get to know the customer better, we can begin to ask more

detailed, business related questions. By the time we have reached the top of the 'S' curve we have progressed to a full discussion of business topics that a business owner or manager will only feel comfortable disclosing once a high level of professionalism and trust has been established.

Along with the establishment of this trust comes a level of professional responsibility on our part to respect our customers' business details and continue to build on the relationship we have worked so hard to establish.

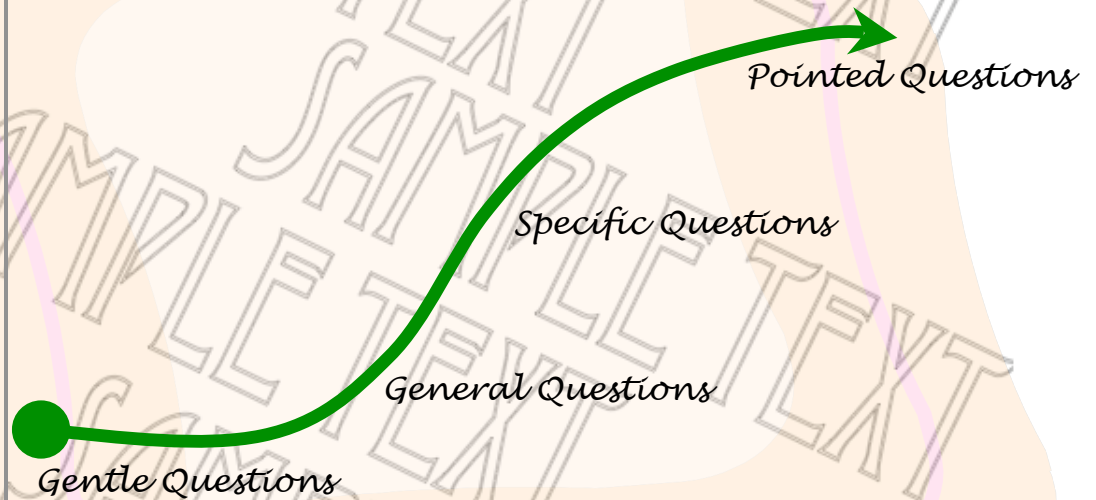


## ● The Rapport Curve

Building rapport with a customer does not happen all at once.

The process can take time, sometimes a number of phone conversations, face-to-face meetings, emails, and sometimes all of the above.

Your commitment to building a solid foundation with your customers is well worth the effort. You will not only get to know your customers well, but you will also tap into a valuable business information resource that can expand your sales knowledge greatly.



## ● The Rapport Curve

### ● Exercise Pre-Reading

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**Here are some example questions to introduce yourself and find out a little about a colleague.**

I want you to approach the following two exercises either as an outside sales professional or as an inside sales professional. You decide which is the most appropriate for your selling situation.

- If you are an outside sales representative, you will use the first exercise to practice rapport building face to face. You will then use the second exercise as an opportunity to practice rapport building over the phone
- If you are an inside sales person, use both exercises to practice rapport building over the phone

#### **Preparation**

Before you begin the scenarios, make sure you fully explain the purpose of the exercises and what you and your participant colleague should expect to achieve from the

exercise. Do not assume cooperation. Graciously allow your colleague the opportunity to decline participation if they so wish.

#### **Script examples**

Here is just one example of how a rapport building conversation can go. Remember, this is just a framework. It is important to develop your own words so that the conversation is natural and comfortable to both participants.

*“Hi Peter. Thanks for agreeing to tell me a little about yourself today. How is your day going so far?”*

At this point, if you are rapport building face-to-face, look attentive and pause. Keep an expectant and eager look on your face. Have a notepad and pen ready to take notes. Be in a position so that your subject can

## ● The Rapport Curve

### ● Exercise Pre-Reading

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see your notes. This may feel awkward, but think about it. Whenever *you* exchange information in a professional setting, such as receiving a diagnosis from a doctor, they take notes because your comments and the information you share are important.

When rapport building by phone, ask your question, pause and close your eyes so you can give your full attention to the reply. One great way to actively listen on the phone is to take notes as if you are going to be tested on the material later.

Demonstrate active listening by paraphrasing or making positive comments such as;

*"Oh, I hate car problems too. Cars are just supposed to work, aren't they!"*

Once you have commented, move the conversation along;

*"So, Peter, could you tell me a little bit about yourself?"*

This question is really asking permission for the conversation to continue. A common response would be along the lines of *"okay, what would you like to know?"*

Now you clearly have permission to continue. You can proceed with a broad statement such as;

*"How long have you been doing this line of work? Do you have family close by? Kids, hobbies. Tell me anything you are comfortable talking about."*

After your colleague has warmed up by sharing a few bits of personal information that they are comfortable, and probably proud of, make a note of the areas in which they displayed energy and enthusiasm. This will be the area to focus on for more detailed questions such as;

*"So, you mentioned that you are a newly wed. How long have you been married? Where did you get married? Was it a whirlwind romance or had you known each other for a while?"*

## ● The Rapport Curve

### ● Exercise Pre-Reading

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If your colleague offers to show you photographs of the family, be polite! Never pass offensive or comic comments (even if you think the person will laugh) it is **always** very inappropriate to denigrate a person's family.

For the next few moments, follow the conversation where your participant wants to take it.

Interject with short comments about yourself to demonstrate understanding.

After a few moments have passed, gently take back control and move the conversation along towards specific business and/or career related information. You can use a question such as;

*"Now, as far as work goes, how long have you been in your current role? ...."*

Pause; listen carefully for key words that will provide you with a framework to form your final pointed question. If your partner does not reveal an obvious place

to move on to, use another career related specific questions such as;

*"What area do you enjoy the most in your work?"*

#### **Wrap-up**

To bring the exercise to a close, make one or two comments that support your coworker's final statements. Move quickly on to close the conversation by sincerely thanking them for their time and openness. Share with them the *Rapport Curve* and review the key words you noted during each stage. This final sharing of information shows your participant what has happened to the information they have kindly shared with you and most importantly it provides you with an opportunity to reinforce the process through verbal recap.

***Well done, you are building rapport!***

## ● The Rapport Curve

### ● Exercise One

Using the principles of the rapport-building curve, design a series of questions to use as a framework to introduce yourself to

someone within your organization that you do not know well.

*Whom would you like to get to know?*



#### Rapport Building Questions

*Gentle*

*General*

*Specific*

*Pointed*