



INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

Rather than having to “overcome” an objection, wouldn’t it be better to preempt it? Sure, it’s not easy and it requires new skills. It’s also worth it.

PREEMPTING & MANAGING OBJECTIONS

Pre-Work: Participants complete an online scenario-based diagnostic to provide a baseline for current objections skill level. .

Agenda (half day):

- How to surface objections.
Advanced questions to prevent happy ears.
- Old school, new school objection process.
It’s not as easy as it sounds.
- Recognizing objections.
Trust us, it happens more often than you think.
- A three-step objection process.
Way beyond “feel, felt, found.”
- Psychological objections.
It matters why the advisor objected.
- You have issues.
Understanding why you do what you do today.
- When they are right.
Painful, but you need to move on.

Reinforcement: One-on-one 15 minute phone session with participants to role-play and discuss progress.

About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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