

# Dealing with difficult objections

## Seminar objectives

The participants will

- Analyze, differentiate and understand the background of difficult communication problems
- Be able to respond suitably to against your company
- Recognize and win over customers having a negative frame of mind
- Be able to positively formulate advantages
- Be aware of the effect of their points of discussion

## Contents

- Decision motive
- Recognizing motives
- Meet the customer's motives
- Motive-oriented discussion and argument
- The process of convincing
- Adaptation to the customer's behaviour
- Improve discussion atmosphere and customer relations
- The island of the other one
- Pacing – Rapport -Leading



## Methods

- Lectures
- Group work
- Role-play
- Feedback

## Organisation

- Target Groups
  - Service Technician
  - Service Staff
- Period
  - 1 day