InCite. PERFORMANCE GROUP

Sales Meeting Agenda

Handling Objections

Purpose: Give Producers practice at handling objections in the sales process.

Preparation: None

MEETING AGENDA

I. Tell the group the purpose of the meeting.

II. Tell Producers you are going to lead them in a handling objections session. You will give them an objection. They can freely start answering your objection and attempt to get you to buy. You will maintain your objection to get someone else to answer. Tell them they can try to close/sell you and they are free to make attempts. However, if someone doesn't give an answer at some point, you will call on them to do the exercise. This could be bad for them because it could be when they don't have a good answer. (The purpose of this style is to get the thinking of their answers and to share them when they have them. They will not be quiet if they have a good answer because they don't want to look foolish when they don't).

III. Give the following objections (one at a time) and ask them to "roll play" with you and answer just like they are talking to a Prospect/Client.

   a. Their biggest client has informed them that they feel they need to go to other agents this year to get a comparison of pricing and of services they may offer. It is a fiduciary responsibility of their company to make sure they are looking at where they are spending money and what they are getting in return. DON'T GIVE IN!!

   b. A prospect informs the Producer that they don't have time to go through an assessment and plan. They simply want an insurance quote and a service presentation.

   c. A prospect asks, "what results can I expect from your process?"

IV. At the end of these three sessions, ask the Producers what they learned from the sessions.