

1.0 Envisioning The Story (Brief Scope & Sequence for Storyboard)			NOTES (Client/SME Roles)
Course Title	Target Audience	Context/Setting	Please Write Below:
<ul style="list-style-type: none"> <li>Objection Handling In Sales With Ease</li> </ul>	<ul style="list-style-type: none"> <li>Sales professionals or individuals looking to improve their ability to handle objections from potential prospects in a sales context.</li> </ul>	<ul style="list-style-type: none"> <li>Sales representations should perform these actions throughout their shift and during interactions with potential prospects.</li> </ul>	
Target Key Performance Indicator (KPI)	Learning Objectives; Performance Actions & Goals	Course Duration:	
<ul style="list-style-type: none"> <li>Prospect meetings booked by the local sales teams will increase by 25% in Quarter 3 of this year as sales representatives will implement sales objection handling tactics to successfully overcome prospects' hesitations.</li> </ul>	<ul style="list-style-type: none"> <li>Recall the four types of objections in sales.</li> <li>Establish a positive repertoire with prospects to further investigate reasons behind their sales objection.</li> <li>Identify strategies and methods to handle objections in a sales call with a prospect.</li> <li>Apply objection handling strategies to sales calls scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>20 minutes - 30 minutes</li> </ul>	



1.1 Learning Objectives			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Out of 100 cold calls, according to the national average, a sales representative can expect at least 2 of those baseline phone calls to convert into warm leads.</p> <p>[2] <b>OST:</b> In this course, you will explore reasons why you may encounter objections in your sales pitch to increase your chances of having more warm leads than the national average per 100 dials. You will also be encouraged to establish a genuine rapport with your prospects and identify tangible strategies and methods to use when handling an objection made by your prospect. At the end of this course, you will be provided with a hands-on sales scenario to practice and assess mastery of your use of this course's content. Here are the skills we are striving to demonstrate mastery of for today:</p> <p>[3] <b>OST:</b></p> <ol style="list-style-type: none"> <li>1. I can recall the four types of objections in sales.</li> <li>2. I can establish a positive rapport with prospects to further investigate reasons behind their sales objections.</li> <li>3. I can identify strategies and methods to handle objections in a sales call with a prospect.</li> <li>4. I can apply objection handling strategies to sales scenarios.</li> </ol> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Coworkers making deals/handshaking</p> <p>[2] <b>IMAGE:</b> Organizational Chart</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.1 to Scene 1.2</p>	

1.2 Course Agenda			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Today's course will be broken up into seven, intentional "parts." The structure of this course will be as follows:</p> <p>[2] <b>OST:</b>  Part 1: Learning Objectives &amp; Course Agenda  Part 2: Introduction to Objections In Sales  Part 3: Developing Positive Rapports With Prospects  Part 4: Overcoming Sales Objections Methods and Strategies  Part 5: Executing Objection Handling With Hands-On Sales Scenario  Part 6: Final Learning Assessment  Part 7: Course Completion</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Organizational Chart</p>	<p>[1] <b>BUTTON:</b> Continue</p> <ul style="list-style-type: none"> <li>User jumps from Scene 1.2 to Scene 1.3 when pressed.</li> </ul>	
1.3 Defining An Objection In Sales			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Imagine: It's a typical start to your workday. You have cozied up in your office chair with a cup of freshly brewed coffee in hand. You begin to make your first dial of the day, and you're in luck! You have successfully reached the primary owner of a general contracting business - a direct decision maker. You're able to break the ice when you both realize your hometowns are merely miles away from one another. It's easy for</p>	<p>[1] <b>IMAGE:</b> Two coworkers handshaking/making a deal</p> <p>[2] <b>IMAGE:</b> Two coworkers having a dispute</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.3 to Scene 1.4</p>	

<p>you to transition into qualifying your prospect to better understand his needs, and you're able to garner interest from your prospect when you clearly describe how your product can be a solution to some of those needs he communicates.</p> <p>You're about to nudge towards closing the sale with your prospect, when abruptly, the mood changes. His once thorough and thoughtful answers suddenly become one-word, rushed responses. His tone has lowered and his interest in your contributions to the conversation has waned. Finally, you decide to pull out all of the stops and ask your prospect directly if this is an opportunity he would sign onto. Your prospect's response?</p> <p>"I will take a look at the budget next quarter and see where we are at."</p> <p>Your first dial of the day has suddenly turned from luck to a setback. Your prospect has just given you an objection - a barrier that exists and is obstructing your prospect's ability to see the need in your product or service.</p> <p><b>*OST - On Screen Text</b></p>			
<b>1.4 4 Types Of Sales Objections</b>			<b>NOTES (Client/SME Roles)</b>
<b>On Screen Text (OST) Prompt(s)</b>	<b>Visual Prompt(s)</b>	<b>Programming Prompt(s)</b>	<b>Please Write Below:</b>
[1] <b>OST:</b> When your prospect communicates with you that there is a barrier that exists and this barrier obstructs their ability to move forward	[1] <b>IMAGE:</b> Organizational Chart appears with terms and definitions	[1] <b>N/A:</b> User automatically jumps from Scene 1.4 to Scene 1.5	

<p>with your product or service, it is important for you to fully understand the barrier in all of its complexities. There are four common barriers that can obstruct your prospect's ability to move forward with you:</p> <ul style="list-style-type: none"> <li>● Lack of Need - Prospect doesn't see any need to solve the problem.</li> <li>● Lack of Urgency - Prospect does not clearly see the value and impact of your solution.</li> <li>● Lack of Trust - Prospect feels uncertainty/hesitancy with you, your company, or your solution.</li> <li>● Lack of Money - Prospect communicates there is no funding/budget for your solution.</li> </ul> <p><b>*OST - On Screen Text</b></p>			
<b>1.5 Learning Checkpoint #1</b>			<b>NOTES (Client/SME Roles)</b>
<b>On Screen Text (OST) Prompt(s)</b>	<b>Visual Prompt(s)</b>	<b>Programming Prompt(s)</b>	<b>Please Write Below:</b>
<p>[1] <b>OST:</b> There are many barriers that can obstruct your prospect's ability to move forward with your product or service. Your prospect may have a lack of need, urgency, trust, or money. No matter the objection your prospect may communicate to you, it is imperative that you gather as much information about this barrier as possible and continue to keep your head held high to further develop and prioritize a positive relationship with your prospect.</p>	<p>[1] <b>IMAGE:</b> Matching Section appears</p>	<p>[1] <b>INTERACTIVITY:</b> Answers can be matched for each prompt.</p> <p>[2] <b>BUTTON:</b> Continue</p> <ul style="list-style-type: none"> <li>● User jumps from Scene 1.5 to Scene 1.6 when pressed.</li> </ul>	

<p>[2] <b>OST:</b> Directions: Drag over one of the four types of objections in a sales call from the left side of the column to their corresponding quotes from potential prospects in the right side of the column.</p> <p>Lack Of Urgency - “I’m just not ready. Let’s wait and see.”</p> <p>Lack Of Need - “Well, I like what you said, I just don’t think that will work here.”</p> <p>Lack Of Trust - “Why should I? I don’t know/trust you.”</p> <p>Lack Of Money- “Your fees are too high.”</p> <p><b>*OST - On Screen Text</b></p>			
1.6 Building Upon A Foundation - Importance Of Rapport Building			NOTES (Client/SME Roles)
<b>On Screen Text (OST) Prompt(s)</b>	<b>Visual Prompt(s)</b>	<b>Programming Prompt(s)</b>	<b>Please Write Below:</b>
<p>[1] <b>OST:</b> Let's go back to the scenario mentioned in the previous module of this course. Again, we're going back to where you were cozied up in your office chair with a cup of freshly brewed coffee in hand. When you made your first dial of the day, you reached the primary owner of a general contracting business.</p> <p>In this scenario, you were able to break the ice with the owner when you both realized your hometowns were merely miles away from one another. How were you able to leverage this information and it include it into your sales pitch?</p>	<p>[1] <b>IMAGE:</b> One coworker writing on a board/thinking</p> <p>[2] <b>IMAGE:</b> One coworker with lightbulb/idea</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.6 to Scene 1.7</p>	

- You were prepared and did your own research prior to your phone call through reviewing the owner's LinkedIn profile. On his profile, you discovered your hometowns were in the same, approximate area.
- You asked relevant questions about the owner's background that allowed for you to make a connection with the owner about your hometowns to tear down some social walls. You were able to build upon this connection.
- You demonstrated true empathy when you showed genuine excitement about you and the owner's connection. You were able to listen to the owner to learn even more about his background and business ventures.

Once you break the ice with the owner, it's easy for you to transition into qualifying him to better understand his business needs, and you're able to garner interest from him when you clearly describe how your product can be a solution to some of those needs he communicates.

Because you built rapport with your prospect, you left your conversation with much more information than you came in with. Even though this prospect may have given you an objection in your initial sales call, you are able to continue to pursue this lead with the rapport you have just developed and go into your next conversation much more ready to handle their objection to your product/service.

**\*OST - On Screen Text**

1.7 Rapport Building Tips In Sales			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Prioritizing and developing a positive rapport with your prospect is a critical component to leverage in order to avoid unnecessary objections in your sales pitch. When you develop a meaningful relationship with your prospect, you are better able to establish trust and respect for you and your product/service. Additionally, once you are able to gather information about your prospect, you are also able to better personalize how your product or service may be a solution to their business needs. You may even be able to predict your prospect's objections if you are able to ask them the right questions. Here are three strategies you can use to develop a positive rapport with your prospects to further investigate reasons behind their sales objections:</p> <ul style="list-style-type: none"> <li>● Rapport Building A - Be Prepared</li> <li>● Rapport Building B - Ask Relevant Questions</li> <li>● Rapport Building C - Speak Like A Human Being &amp; Listen With Empathy</li> </ul> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Organizational Chart with definitions and terms</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.7 to Scene 1.8</p>	
1.8 Learning Checkpoint #2			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> There are many strategies that you can leverage to build a positive rapport with your prospect. To interact with a prospect, you must be</p>	<p>[1] <b>IMAGE:</b> Multiple Choice and Fill-In-Blank questions appear</p>	<p>[1] <b>INTERACTIVITY:</b> Answers can be selected/written in</p>	



<p>prepared for your interaction, ask relevant questions throughout the conversation, and show true empathy in your responses. Remember: no information is useless information. When you build rapport with your prospects, you are leaving your interaction with much more depth than you came in with. And, once you're able to establish that rapport with your prospects, you can go into your next interactions confident that you will employ intentional, successful methods to overcome any objections to your sales pitch.</p> <p>[2] <b>OST:</b> Directions: Complete the following fill-in-the bank and multiple choice questions by selecting their best, corresponding answers.</p> <p>When interacting with your prospects, you should ask them _____ questions.</p> <p>True or False: You should avoid using using “ahhs” and “umms” in your sales pitch at all costs to sound as professional and polished as possible.</p> <p>What should your first priority should be when making a sales call to a prospect?</p> <p><b>*OST - On Screen Text</b></p>		<p>[2] <b>BUTTON:</b> Continue</p> <ul style="list-style-type: none"><li>• User jumps from Scene 1.8 to Scene 1.9 when pressed.</li></ul>	
1.9 Handling Objections In Sales			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
[1] <b>OST:</b> Again, let's return to the module scenario regarding your first dial of the day.	[1] <b>IMAGE:</b> Coworker writing down/researching	[1] <b>N/A:</b> User automatically jumps from Scene 1.9 to Scene	

<p>Remember: you were successfully able to reach the primary owner of a general contracting business. You broke the ice when you both realized your hometowns are merely miles away from one another. You easily transitioned into qualifying your prospect to better understand his needs, and you were able to garner interest from him when you clearly described how your product can be a solution to some of those needs he communicated.</p> <p>But, when you were about to nudge towards closing the sale with your prospect, the mood changed. Your prospect began answering with one-word, rushed responses, and his interest in your contributions to the conversation came to a halt. Finally, when you decided to ask your prospect directly if this is an opportunity he would sign onto, he responded:</p> <p>"I will take a look at the budget next quarter and see where we are at."</p> <p>Because you were not expecting your prospect's objection to be centered on a lack of business funds, you quickly apologize to him for taking time out of his day and abruptly end the call. Once you hang up the phone, you lean back in your chair and ask yourself: What could I have done differently to handle my prospect's objection to my sales pitch?</p> <p><b>*OST - On Screen Text</b></p>	<p>[2] <b>IMAGE:</b> Coworker online on the computer/researching</p>	1.10	
1.10 Strategies & Methods To Overcome Sales Objections			NOTES (Client/SME Roles)

On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Even though this prospect may have given you an objection in your initial sales call, you will still be able to continue to pursue this lead because you have developed a positive rapport with this prospect. Additionally, you were also able to gather relevant information from this prospect that will help you go into your next conversation much more ready to handle his objection.</p> <p>In your next pitch to this prospect, you will need to employ an intentional strategy that will overcome his objection to your product/service. Because this prospect said he will look at the budget next quarter to determine his final answer, we can assume that his primary reason for saying no is lack of money. Within your next conversation with your prospect, you will need to leverage this information and integrate it with the strategy you decide to use. Here are some methods you can integrate into your sales pitch to overcome your prospect's objections to your product/service:</p> <ul style="list-style-type: none"> <li>• Listen/Understand/Respond/Confirm</li> <li>• Empathize + Value + Pivot (EVP) Structure</li> <li>• Feel, Felt, Found Statements</li> </ul> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Organizational Chart with definitions and terms</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.10 to Scene 1.11</p>	
1.11 Learning Checkpoint #3			NOTES (Client/SME Roles)

On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> There are many strategies that you can leverage to handle an objection to your sales pitch. Whether you employ the Empathize + Value + Pivot (EVP) Structure, Feel, Felt, Found Statements or Listen/Understand/Respond/Confirm, you will need to employ and personalize an intentional strategy that will overcome your prospects' objections to your sales pitch.</p> <p>[2] <b>OST:</b> Directions: Complete the following fill-in-the bank and multiple choice questions by selecting their best, corresponding answers.</p> <p>True or False: Feel, Felt, Found Statement typically create thorough, meaningful responses.</p> <p>Fully _____ to a prospect's objection can help you to stay focused on the business problem you're there to help solve and allows for you to resist the temptation of reacting defensively.</p> <p>"I completely understand I'm calling you out of the blue and I'll make this brief..." is an example of which type of statement?</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Multiple Choice and Fill-In-Blank questions appear</p>	<p>[1] <b>INTERACTIVITY:</b> Answers can be selected/written in</p> <p>[2] <b>BUTTON:</b> Continue</p> <ul style="list-style-type: none"> <li>• User jumps from Scene 1.11 to Scene 1.12 when pressed.</li> </ul>	
1.12 Tying It All Together			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:

<p>[1] <b>OST:</b> We began this learning course by walking ourselves through an example of an interaction with a potential prospect. In this scenario, you successfully reached the primary owner of a general contracting business within your first call of the day. You were able to break the ice with him when you both realize you're from the same area, and you were able to garner interest from your prospect when you clearly describe how your product/service could be a solution to some of those needs he communicated. You're about to nudge towards closing the sale with your prospect, when abruptly, his mood changed. Finally, when you ask your prospect directly if this is an opportunity he would sign onto, your prospect responded that he would need time to make a decision after looking at the company's budget for the next quarter. Throughout this provided scenario, we were able to flesh out strategies to objection handle and apply these methods to overcome this prospect's objection with ease.</p> <ul style="list-style-type: none"> <li>● First, we defined an objection - a barrier that exists and is obstructing your prospect's ability to see the need in your product or service. We discussed the four main reasons a prospect may object to a sales pitch: lack of need, lack of urgency, lack of trust, and lack of money. We realized that, once we are able to identify the root causes to a prospect's objection, we can personalize our response to</li> </ul>	<p>[1] <b>IMAGE:</b> Coworkers coming together/collaborating</p>	<p>[1] [1] <b>N/A:</b> User automatically jumps from Scene 1.12 to Scene 1.13</p>	
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<p>provide a customized solution to this barrier.</p> <ul style="list-style-type: none"><li>● When we better understood the reasons why our prospects may object to our sales pitch, we then reviewed how important it is to build rapport with our prospects. Building rapport with a prospect can better establish trust and credibility for you and your product/service. We identified three methods we can use to further develop relationships with our prospects: be prepared, ask relevant questions, and speak like a human/listen with empathy. Once we are able to continue those positive interactions with our prospect, we are also able to be intentional with the strategies we employ when handling their objections.</li><li>● Lastly, we examined and organized the information gathered from our prospects during rapport building. We evaluated methods to leverage when our prospects may object to our sales pitch based on the data we collected. We compared three different strategies to handle our prospect's objection: listen/understand/respond/confirm, empathize+value+pivot (EVP) structure, and feel, felt, found statements. We understood that, in future objections from prospects, we need to personalize our strategy that will overcome their objections to our sales pitch.</li></ul> <p>Once we discovered the clear, constructive path to handle our prospect's objection, we are able to walk in the next interaction with our heads held</p>			
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<p>confidently high. We know we won't be leaving our next interaction wishing we had handled this prospect's objections better because he'll be more than eager to move forward with our solution.</p> <p><b>*OST - On Screen Text</b></p>			
1.13 Sales Objection Handling Scenario - Learning Activity			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Together, we'll tie all of this content together and practice using this course's approach to successfully handle objections from your prospects. Directions: Complete the following scenarios by reading its accompanying prompts and selecting the best answer for included questions.</p> <p>This is Sukiyo- one of your prospects. She is the decision maker for a local restaurant. In your interaction with Sukiyo, you discover she is using your competitor's product/service.</p> <p>When you ask Sukiyo if she would like to move forward with your product/service, she responds: "Well, I like what you said, but I don't think it will work here."What type of objection was Sukiyo giving to your sales pitch?</p> <p>You then ask Sukiyo: "Got it. Can I ask what type of evaluation process you go through to be sure you're getting the best service available?" What type of strategy are you using to rapport build with Sukiyo?</p>	<p>[[1] <b>IMAGE:</b> Sukiyo, Restaurant Manager, present with restarunt in background</p> <p>[2] <b>IMAGE:</b> Multiple Choice questions appear</p>	<p>[1] <b>N/A:</b> User automatically jumps from Scene 1.13 to Scene 1.14</p>	

<p>Sukiyo states: "I'm hesitant about using a small company like yours." Your response? "I understand how you feel. Other businesses like yours have felt the same but have found immense success with us." Which strategy did you use to handle Sukiyo's objection to your sales pitch?</p> <p>Great work! You were able to identify Sukiyo's objection to your sales pitch, build rapport with her, and intentionally implemented an objection handling strategy to overcome her objections.</p> <p><b>*OST - On Screen Text</b></p>			
<b>1.14 Final Learning Assessment</b>			<b>NOTES (Client/SME Roles)</b>
<b>On Screen Text (OST) Prompt(s)</b>	<b>Visual Prompt(s)</b>	<b>Programming Prompt(s)</b>	<b>Please Write Below:</b>
<p>[1] <b>OST:</b> Congratulations! You have moved on to our Final Learning Assessment. In our Final Learning Assessment, keep our course objectives in mind, as we will be assessing your ability to demonstrate mastery of the following skills:</p> <ol style="list-style-type: none"> <li>1. I can recall the four types of objections in sales.</li> <li>2. I can establish a positive rapport with prospects to further investigate reasons behind their sales objections.</li> <li>3. I can identify strategies and methods to handle objections in a sales call with a prospect.</li> <li>4. I can apply objection handling strategies to sales scenarios.</li> </ol> <p>Directions: Complete the following multiple choice, fill-in-the blank, and matching questions by selecting their best, corresponding answers.</p>	<p>[1] <b>IMAGE:</b> N/A</p>	<p>[1] <b>BUTTON:</b> Start Quiz</p> <ul style="list-style-type: none"> <li>• User jumps from Scene 1.14 to Scene 1.15 when pressed.</li> </ul>	



*OST - On Screen Text			
1.15 Final Learning Assessment - Question #1			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Congratulations! You have moved on to our Final Learning Assessment. In our Final Learning Assessment, keep our course objectives in mind, as we will be assessing your ability to demonstrate mastery of the following skills:</p> <ol style="list-style-type: none"> <li>1. I can define the fundamentals of mindfulness.</li> <li>2. I can classify the four types of boundary pushers in the workplace environment.</li> <li>3. I can identify strategies and methods to practice mindfulness.</li> <li>4. I can apply mindfulness strategies to workplace scenarios to seek work-life balance.</li> </ol> <p>Directions: Complete the following matching, fill-in-the blank, and multiple questions by selecting their best, corresponding answers.</p> <p>*OST - On Screen Text</p>	[1] N/A	<p>[1] <b>BUTTON:</b> Start Quiz</p> <ul style="list-style-type: none"> <li>• User jumps from Scene 1.15 to Scene 1.16 when pressed.</li> </ul>	
1.16 Final Learning Assessment - Question #1, #2, #3 (Multiple Choice)			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:

<p>[1] <b>OST:</b> “Sounds good, but I have a pretty full plate for the foreseeable future.” Which type of objection is this prospect giving you?</p> <p>“Well, I like what you said, but I don’t think it will work here.” Which type of objection is this prospect giving you?</p> <p>“I'm just not really familiar with you or your company.” Which type of objection is this prospect giving you?</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Multiple Choice Questions appear</p>	<p>[1] <b>INTERACTIVITY:</b> Multiple Choice Questions answers can be selected</p> <p><b>BUTTON:</b> Submit</p> <ul style="list-style-type: none"> <li>User automatically jumps from Scene 1.16 to Scene 1.17 when question answered</li> </ul>	
1.17 Final Learning Assessment - Question #4, #5, #6 (Fill-In-Blank)			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Fill in the blank: When interacting with your prospects, you should ask them _____ questions.</p> <p>Fill in the blank: You were _____ for your sales pitch when you did your own research prior to your phone call through reviewing the owner's LinkedIn profile</p> <p>Fill in the blank: You demonstrated _____ with a prospect when you showed genuine excitement about your connection over your hometown areas.</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Fill-in-the Blank Activity appears</p>	<p>[1] <b>INTERACTIVITY:</b> Typing in responses/filling in the blanks</p> <p><b>BUTTON:</b> Submit</p> <ul style="list-style-type: none"> <li>User automatically jumps from Scene 1.17 to Scene 1.18 when responses typed/submitted</li> </ul>	

1.18 Final Learning Assessment - Question #7 (Matching Activity)			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Drag over one of the three types of objection handling strategies from the left side of the column to their corresponding description in the right side of the column.</p> <p>Listen/Understand/Respond/Confirm - Actively listening to your prospect with intention and without bias.</p> <p>Empathize Value Pivot Structure - A quick and meaningful way to bounce back from and objection made by a prospect.</p> <p>Feel, Felt, Found Statements - Statements used after you have already rebuttled prospect's objection at least once.</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Matching Activity appears with terms and descriptions</p>	<p>[1] <b>INTERACTIVITY:</b> Dragging terms over to descriptions</p> <p><b>BUTTON:</b> Submit</p> <ul style="list-style-type: none"> <li>User automatically jumps from Scene 1.18 to Scene 1.19 when responses typed/submitted</li> <li>User needs to score above 80% or will be prompted to retake Final Learning Assessment</li> </ul>	
1.19 Congrats - Course Completion			NOTES (Client/SME Roles)
On Screen Text (OST) Prompt(s)	Visual Prompt(s)	Programming Prompt(s)	Please Write Below:
<p>[1] <b>OST:</b> Certificate Of Accomplishment Proudly Presented For Completing: Objection Handling In Sales With Ease</p> <p><b>*OST - On Screen Text</b></p>	<p>[1] <b>IMAGE:</b> Certificate</p>	<p>[1] <b>N/A:</b> User completes course/course completion.</p>	