

Fundamentals	Included Components
<i>Business Purpose</i>	<ul style="list-style-type: none"> 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.
<i>Learning Objectives</i>	<p>At the end of this learning experience, learners will be able to:</p> <ul style="list-style-type: none"> Recall the four types of objections in sales. Establish a positive repertoire with prospects to further investigate reasons behind their sales objection. Identify strategies and methods to handle objections in a sales call with a prospect. Apply objection handling strategies to sales calls scenarios.
<i>Target Audience</i>	Sales professionals or individuals looking to improve their ability to handle objections from potential prospects in a sales context.
<i>Training Recommendation</i>	<p><u>Asynchronous Scenario-Based Immersive e-Learning Simulation</u></p> <ul style="list-style-type: none"> Asynchronous –Employees will be able to complete this experience during a time slot in their shift they feel the most comfortable with. New employees will have the opportunity to complete this during a portion of the onboarding process. Allowing employees autonomy in their decision will result in fewer employees being pulled from the floor at the same time. Scenario-Based: Learners will encounter authentic scenarios that reflect real-life situations and will need to make decisions based on them. Multimedia Elements: Learners will be able to participate in interactive components such as flashcards, flip charts, and sorting experiences.
<i>Deliverables</i>	<ul style="list-style-type: none"> Action Map Design Document Text-Based Storyboard Visual Mockups Articulate Rise eLearning experience module Vyond Accompanying Video Supplemental Learning
<i>Training Time</i>	<ul style="list-style-type: none"> 20 minutes – 30 minutes

Subject	Topics to Include
<i>Training Outline</i>	<ul style="list-style-type: none"> • Learning Objectives & Course Agenda • Defining Sales Objection <ul style="list-style-type: none"> ○ Scene – main character sales representative (learner) makes first dial of the day and hits it off with prospect; encounters a smokescreen objection and loses the prospect ○ Define Sales Objection ○ 4 Types of Sales Objections <ul style="list-style-type: none"> ▪ Lack Of Need ▪ Lack Of Urgency ▪ Lack Of Trust ▪ Lack Of Money ○ Formative Assessment: Matching Activity • Developing Positive Rapports with Prospects <ul style="list-style-type: none"> ○ Scene – main character sales representative (learner) goes back to their dial with the prospect and hones in what went well; realizes they built a connection with the prospect when they connected on their hometowns ○ Rapport Building Tips <ul style="list-style-type: none"> ▪ Be Prepared ▪ Ask Relevant Questions ▪ Speak Like a Human Being & Listen With Empathy ○ Formative Assessment: Multiple Choice/Fill-In-Blank Questions • Overcoming Sales Objection Methods and Strategies <ul style="list-style-type: none"> ○ Scene – main character sales representative (learner) goes back to their dial with the prospect and dives in deeper into how they could have responded to the prospect’s objection ○ Strategies & Methods To Handle Objections <ul style="list-style-type: none"> ▪ Listen/Understand/Respond/Confirm ▪ Empathize, Value, Pivot ▪ Feel, Felt, Found Statements ○ Formative Assessment: Multiple Choice/Fill-In-Blank Questions • Executing Objection Handling with Hands-On Sales Scenario <ul style="list-style-type: none"> ○ Review the scenes that the main character nurse (learner) went through ○ Review the concepts/content covered (define sales objection, develop positive rapports, strategies to overcome objections) ○ Practice Objection Handling Strategies Scenario – Learning Activity

	<ul style="list-style-type: none">▪ Have a mock conversation with a prospect with a decision maker from a restaurant and go through a conversation using tactics• Final/Summative Learning Assessment<ul style="list-style-type: none">○ Multiple choice, matching, sorting activities to assess defining sales objection, developing positive rapports, strategies to overcome objections
<i>Assessment Plan</i>	<ul style="list-style-type: none">• Formative & Summative Assessment – learners must answer questions through included formative assessments at the end of each part of this experience – learners must score a 80% or are redirected to redo the part they did not earn mastery on; there is one final, summative assessment learners must score a 80% on to earn completion status of the course.• Feedback – immediate, direct feedback throughout the course after each question; learner is told why their response is incorrect and directed towards the correct response• Branching Scenarios – learner completes many accompanying activities with low-risk stakes