

# Map It

<b>Medium</b>	Animated Video created using Vyond
<b>Audience</b>	Sales Representatives
<b>Purpose</b>	The purpose of this video is to show sales representatives how to use the four step method to handle customer objections in sales.
<b>Instructions</b>	Savannah (new hire coach) will be at her cubicle with a headset on. She will be chatting with a customer during the opening scene on the phone, and then once the call is finished, she will turn around and begin talking about the four-step method for handling customer objections.
<b>Timing</b>	Approximately 5 minutes

# Script Template

<b>Course</b>	7 Steps of a Sale
<b>Module/Unit</b>	Module 4
<b>Section</b>	Overcome Objections
<b>Video Title</b>	Four Step Method for Handling Customer Objections
<b>Main Characters</b>	Coach - Savannah (Female)

<b>Cell ID</b>	<b>Voiceover</b>	<b>Visuals</b>
01	The Four Step Method for Handling Customer Objections	“Four Step Method for Handling Customer Objections” appears on the screen.
02.1	Savannah: Mr. Mason, I understand your concern that the trip may be a little costly, but we have several payment options available for you to choose from if paying the entire amount upfront doesn't work for you. Might I suggest the 6-month payment plan where your payment will be broken up into 6 monthly installments until the trip is paid in full. (Pause) Sounds great. I will go ahead and get your trip booked, and send over the details via email. Is there anything else I can assist you with today? (Pause) Okay Mr. Mason. It was good speaking with you, have a great day!	Female (Savannah) sitting at a desk talking on the phone with a customer with headset on, and travel destinations on her computer screen. Reaches to end the call on the phone once it has ended.
02.2	Savannah: Hi, I'm Savannah, a sales coach here at Priceless Getaways Travel Agency. I am so excited to be booking Mr. Mason's vacation. We have been working together for a couple of weeks trying to get something booked. Lets just say, working with this customer has come with its challenges. After you tell customers about the recommended items they are looking to purchase and make suggestions of what you think will satisfy their needs, they are not always sold on	Female (Savannah) will turn around, introduce herself, and begin speaking. (Still sitting at desk)  When Savannah mentions each of the four basic steps, a pop up listing each one in a bulleted list as she states them will appear on the screen as she's talking about them.

	<p>actually buying. During almost every sales presentation, your customer will present some type of objection as to why they won't purchase that product. Your job as a sales representative, is to convince them otherwise. This is where the four-step method for handling customer objections comes into play. Successful salespeople have learned to use a very basic strategy when answering all objections or complaints. It consists of four basic steps: listen, acknowledge, restate, and answer.</p>	
03	<p>Savannah: First, you want to make sure you listen carefully. Remember to be attentive, maintain eye contact, and let the customer talk. Also, watch for nonverbal cues in order to interpret the true meaning of what is being sold.</p>	<p>Show a salesperson listening to a customer talk.</p> <p>Display the 1st step: Listen on the screen.</p>
04	<p>Savannah: Second, you want to acknowledge the customer's objections. Acknowledging objections demonstrates that you understand and care about the customer's concerns. Show empathy for the customer's problem. Some common statements used to acknowledge objections include "I can see your point" or "Other customers have asked us that same question." These acknowledgements make customers feel that their objections are understandable valid and worthy of further discussion. This does not mean that you agree with the customers, but it acknowledges the objection.</p>	<p>Show a salesperson talking to the customer and showing concern. The customer should be nodding their head showing agreement.</p> <p>Display the 2nd step: Acknowledge the Objections</p> <p>Display the examples below as they are stated:          "I can see your point."          "Other customers have asked us that same question."</p>
05	<p>Savannah: Next, you want to make sure you are restating the objections. To be sure you understand a customer's objection, restate it in a way such as "I can understand your concerns..." "You feel that..." "Am I correct?" "In other words, you feel that...", or "Let me see if I understand, you want to know more about..." Do not repeat the customer's concerns word for word. Instead, paraphrase the objections. A customer might say, "This vacation package is</p>	<p>Female sitting in pod speaking with another female customer with vacation package planning sheets on the desk/table.</p> <p>Savannah walks up and stands next to the pod, and begins explaining this step.</p> <p>Display the 3rd step: Restate the Objections</p> <p>Display the different ways to restate objections while Savannah is providing the examples.</p>

	<p>amazing, but I don't have the money.”  You could paraphrase the objection by asking, “Would you be interested in going on vacation during a different date if I can find another package within your price range?”</p>	
05.1	<p>Last, you want to make sure you answer your customer's objections. Answer each objection tactfully. Never answer with an air of superiority or suggest that the person's concern is unimportant. Think of yourself as a consultant using the objections to further define or redefine the customer's needs. In some cases, you will have to get to the bottom of the specific objection before answering it completely. For example, before answering the price objection, revisit the features on the more expensive package. Then see if the customer's needs can be met with a less expensive model.</p>	<p>Display the 4th step: Answer the Objections</p>
06	<p>So there you have it, listen carefully, acknowledge the objections, restate the objections, and answer objections is the four step method to overcoming customer objections. By following this four-step method, I guarantee you that 95% of your customers will decide to book that vacation package with you.</p>	<p>Savannah is walking back to her desk while talking.</p> <p>Each step of the method is displayed on the screen as a list as she mentions each one.</p>
07	<p>Good luck and happy booking!</p>	<p>Savannah sits down and puts her headset back on.</p> <p>Screen fades out and some sort of wrap up music is included.</p>