

CEP Magazine – December 2020 Anticipating and overcoming objections

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“I don’t have the time.” “That’s too expensive.” “I have to ask my boss.” Great salespeople know that they will hear objections. In sales training, people are taught to both anticipate objections and have preplanned responses that can steer the conversation back toward success. Many salespeople think that a lack of objections is a *bad thing* because it shows disengagement. How can we use objections to help us sell our initiatives?

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