



Sales Training Series, Inc.

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BUILDING SALES CHAMPIONS

DVD 6: Handling Objections (Concerns) and Closing Strategies

Quiz

1. A condition is not a valid reason for objecting. T F
2. List one of the three main sources of concerns:

3. You should handle every concern as it arises. T F
4. If you know of a common objection to your product, you should bring it up and brag about it in a positive manner. T F
5. List the six steps Tom teaches for handling concerns, in order.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.

6. When a client says, "It costs too much," we respond with, "Today,

7. When a client says they're happy with their current supplier, you would use the Put the Shoe on Their Foot Strategy to get an opportunity to present to them anyway. T F

8. If someone leans forward, smiles, and studies your visuals, they are exhibiting positive body language cues. T F

9. A small question that tests how they feel about the product is called a _____.

10. You should move into the final closing sequence if your client asks you a porcupine question about the product or delivery date. T F

11. A reflex question is one the buyer is likely to respond to quickly, without much thought. T F

12. "I understand how you feel." And "I can appreciate that," are what kind of sentences?

13. Whenever you ask your final closing question, you must _____!

The Sales Mastery Series for Sales Champions
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