



Manage Objections Gracefully

Course Syllabus

Course Overview

Description

Now that you've uncovered the main objection, the only way to overcome it is to solve or minimize it in the mind of your buyer. Show them that the value of acting is far greater than their fear of moving forward, or pain of sticking with the status quo. Manage Objections Gracefully will help you distinguish between simple and complex objections, so you can resolve your prospect's concerns with respect and empathy.

Duration: Approximately 15 min

Objectives

After you complete this course, you will be able to:

- Name the purpose and plays of the Manage Objections Gracefully routine
- Distinguish between simple and complex objections
- Resolve a prospect's objections with respect and empathy
- Identify when and how to minimize an objection
- Prepare a Resolve Play for a common objection

Required Materials

The course contains all required materials. No additional materials are necessary.

Course Outline

Introduction

- Course overview
- Course objectives

Module 1: Purpose and Plays

- Empathize
- Simple vs. complex objections
- Practice activity
- Benefit
- Proof



- Relate
- Call to action close (CTAC)

Module 2: Prepare a Resolve Play to Overcome a Common Objection

- Practice activity
- Review

Course Administration

Earning Your Certificate

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

Completion Deadline

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

Policies

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

Course Evaluation

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

Course Contributions

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

Technical Requirements and Support

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.

Course Help

For additional assistance, email learning@elliemae.com. Please provide the following details:



- Course title
- Related screen number(s)
- Browser and version
- Your contact information