



Identify True Buyer Objections

Course Syllabus

Course Overview

Description

Why would a buyer raise a sudden obstacle in the middle of a seemingly smooth sales process? It's likely a sign of a hidden objection. Don't get mad; get to the root of the problem! Use the Overcoming Objections plays to Identify True Buyer Objections, then eliminate that barrier or negotiate a work-around.

Duration: Approximately 15 min

Objectives

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

- Name the purpose and plays of the Overcoming Objections routine
- Identify and diagnose red flags that indicate an objection is present
- Use active listening and open-ended questions to truly understand the nature and extent of an objection
- Evaluate an objection to properly solve it
- Prepare an Overcoming Objections Play for a current or potential prospect

Required Materials

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

Course Outline

Introduction

- Course overview
- Course objectives

Module 1: Overcoming Objections

- Purpose and Plays of Overcoming Objections
- 001 Principles
- Identify the True Objection
- Existence of an Objection



- Isolate other concerns
- Isolate biggest barrier
- Evaluate
- Practice activity

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