

Objection Handling Playbook

Objective:

Prepare responses for common sales objections.

Business Context:

Sales team is facing resistance from prospects.

Tasks:

- Identify 5 objections (Price, Timing, Trust, Need)
- Provide reframed responses
- Add follow-up questions

Deliverables:

- Objection playbook table

KPIs:

- Response effectiveness
- Logical reasoning

Evaluation Criteria:

- Reframing ability
- Communication skills