

Course Title: <b>Mastering Objection Handling for Success</b>	
Authoring Tools: Articulate 360   Synthesia	
Module Objective:	Stakeholders

By the end of this module, learners will be able to initiate and conduct effective cold calls by identifying key decision-makers, articulating value propositions, and navigating common objections using strategic frameworks.

- Business Development Manager
- Revenue Operations
- Marketing Brand Team

Title Page / Block 1	Slide Title: <b>Title Slide</b>	
Slide Content / On-screen Text	Media Required	Interactivity

**Overcoming objections isn't just about having the right answer—it's about knowing how to respond with confidence, empathy, and clarity.**

Whether you're resolving concerns, guiding decisions, or turning hesitation into agreement, your ability to listen, engage, and communicate effectively is key.

In this course, you'll learn how to confidently handle customer objections using the LAER Framework. These tools will help you build trust, reduce resistance, and turn challenging conversations into opportunities.

**Learning Objectives:**

- **Identify** at least three common sales objections and explain what they typically signal about the customer's concerns.
- **Apply** the LAER framework (Listen, Acknowledge, Explore, Respond) to respond to objections during a simulated sales conversation.

Click a lesson below or hit "Start Course"

above to begin.

Lesson 1 / Block 1	Slide Title: <b>Introduction</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p>Have you ever picked up the phone, your heart pounding, knowing that the person on the other end has no idea who you are? Maybe you rehearsed your opening line a dozen times, only to hear, "I'm not interested" within seconds. That's the reality of objection handling—but what if it didn't have to feel so intimidating?</p> <p>Handling objections is more than just overcoming resistance—it's an opportunity to engage in a meaningful conversation. Some of the best salespeople thrive on the challenge of turning an initial "no" into a productive dialogue. The key? Understanding your prospect, approaching with confidence, and having a game plan for every response.</p> <p>Throughout this course, you'll learn how to transform objections from deal-breakers into stepping stones toward successful conversations and stronger client relationships.</p>	Video Synthesia AI Tool	<b>Buttons:</b> [Play]	

Lesson 1 / Block 2	Slide Title: <b>What is Objection Handling?</b>		
Slide Content / On-screen text	Media Required	Interactivity	
<p>Objection handling is the process of responding to concerns, hesitations, or doubts that a customer raises during a conversation—often in response to a product, service, or proposal. It's a critical skill in sales and support, helping move conversations forward when a customer isn't immediately ready to say "yes."</p> <p>Though sometimes challenging, objections are not rejections—they're opportunities. When addressed with empathy, clarity, and strategy, objections can lead to deeper understanding, stronger trust, and ultimately, better outcomes for both the customer and the business.</p>	Text	N/A	

Lesson 1 / Block 3	Slide Title: <b>Quote</b>		
Slide Content / On-screen text	Media Required	Interactivity	
<p><i>"An objection is not rejection, it is simply a request for more information."</i></p>	Text	N/A	

Lesson 1 / Block 4	Slide Title: <b>Common Sales Objections</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p>Objections are a natural part of any sales or customer conversation. The key is to understand what's <i>really</i> being said beneath the surface—and respond in a way that keeps the conversation open and productive. Below are some of the most common objections you might hear, what they often truly mean, and how you can respond with confidence and</p>	Flowchart of the cold calling process	Each tab expands to show the objection, interpretation, and sample response.	

<p>empathy.</p> <p><b>Tabs:</b></p> <p><b>Objection: “We don’t have budget”</b></p> <p><i>This objection isn’t always about literal budget—it’s often about perceived value. The customer may not see the return on investment clearly enough to move forward, or they may be hesitant about the timing.</i></p> <p><b>What it means:</b></p> <p><i>“I can’t justify the spend right now.”</i></p> <p><b>Try saying:</b></p> <p><i>“Totally understand. Let’s explore what kind of ROI would make this worthwhile. If we could show how this pays for itself—or even saves you time or cost in the long run—would that be worth a deeper look?”</i></p> <p><b>Why this works:</b></p> <p><i>You’re shifting the focus from cost to value, and inviting them into a collaborative conversation rather than pushing a sale. It shows you respect their constraints while helping them reconsider their priorities.</i></p> <p><b>Objection: “Can you just send me an email?”</b></p> <p><i>This is often a polite brush-off. The customer may not want to say “no” outright or may be unsure of how your solution fits into their needs.</i></p> <p><b>What it means:</b></p> <p><i>“I want to exit the conversation without commitment.”</i></p> <p><b>Try saying:</b></p> <p><i>“Happy to send something over. To make sure it’s helpful, is there something specific you’re hoping to see—or a challenge you’re trying to</i></p>		
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solve?"

**Why this works:**

*This response acknowledges their request while gently encouraging engagement. You're signaling that you're not just sending generic material—you're offering relevant, valuable information tailored to their needs.*

**Objection: “This isn’t a priority right now”**

Sometimes, a prospect genuinely has more pressing issues. Other times, they simply haven’t connected your solution to their current goals or pain points.

**What it means:**

“I don’t see the urgency.”

**Try saying:**

“Totally fair—timing is everything. Can I ask what priorities are top of mind for you right now? That way, I can see if there’s any alignment or if it makes sense to reconnect later.”

**Why this works:**

You’re not pushing—they’ll feel heard and respected. But you’re also creating space to uncover needs they may not have linked to your offering, which could lead to a more productive follow-up.

Lesson 1 / Block 5	Slide Title: <b>Practice Objection Handling</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p><b>Let's test your skills!!!</b></p> <p>Drag each objection to the most effective response:</p> <ul style="list-style-type: none"> <li>1. "I'm not interested"</li> <li>2. "We're happy with our current solution"</li> <li>3. "This is too expensive"</li> </ul> <p>Responses:</p> <ul style="list-style-type: none"> <li>1. "What specifically do you like about your current solution?"</li> <li>2. "How are you currently managing [insert pain point]?"</li> <li>3. "Let's talk about what success would look like for you—then we can assess the value."</li> </ul>		<p>Drag-and-drop interface with animated reaction once correctly matched.</p> <p><b>Buttons:</b> [Submit]</p>	

Lesson 1 / Block 6	Slide Title: <b>Summary</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p><b>Objection handling is a crucial skill in any customer interaction.</b> Objections are not rejections but signals that offer valuable insight into the customer's needs or hesitations. By actively listening, asking strategic questions, and responding with empathy, you can transform objections into opportunities for deeper connection. Whether the objection is about budget, urgency, or priority, your response should focus on uncovering the underlying concerns and providing relevant solutions. By mastering these techniques, you not only build trust but also move the conversation toward a positive resolution.</p>		<p><b>Button:</b> [Continue]</p>	

Lesson 2 / Block 1	Slide Title: <b>Objection Handling Framework</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p>When a customer raises an objection, it's easy to fall into one of two traps: getting defensive or rushing to "fix" the problem. But neither approach builds trust. That's where the <b>LAER framework</b> comes in.</p> <p><b>LAER</b> stands for <b>Listen, Acknowledge, Explore, Respond</b>—a structured, empathetic approach that keeps the conversation productive, especially during <b>cold calls, discovery calls, or early-stage conversations</b> where trust is still being built.</p> <p>Rather than reacting impulsively, LAER helps you stay calm, curious, and customer-focused.</p> <p>The LAER (Listen, Acknowledge, Explore, Respond) framework is a powerful conversational tool that enables sales professionals to maintain control of the discussion while empathizing with prospects. It's especially useful in cold calls and discovery calls where building trust is critical. Instead of reacting impulsively, LAER ensures your response is thoughtful and strategic.</p>	Text	N/A	

Lesson 2 / Block 2	Slide Title: <b>Using the LAER Framework to Navigate Objections</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p>Use the LAER framework to guide your conversations:</p> <p>Click each flashcard to learn more.</p> <ul style="list-style-type: none"> <li>• Listen – Fully hear the objection without interrupting. Let the customer feel heard.</li> <li>• Acknowledge – Validate their concern. Say things like, "I hear you" or "That's a</li> </ul>	Flashcard Activity	Click each flashcard to learn more.	

<p>valid point.”</p> <ul style="list-style-type: none"> <li>• Explore – Ask clarifying questions to get to the heart of the objection.</li> <li>• Respond – Deliver a tailored response that addresses the root concern.</li> </ul>		
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Lesson 2 / Block 3	Slide Title: <b>Using the LAER Framework to Navigate Objections</b>	
Slide Content / On-screen Text	Media Required	Interactivity
<p>LAER is a simple, structured approach that helps you stay grounded, empathetic, and in control during tough conversations.</p> <p>We start with <b>Listen</b>.  This is more than just hearing the words—it's giving the customer your full attention. Don't interrupt. Don't jump ahead. Just focus on understanding what they're really saying. When someone feels heard, they're much more likely to stay open and engaged.</p> <p>Next, <b>Acknowledge</b>.  You don't have to agree with the objection, but you do need to validate the concern. Acknowledgment builds trust and shows respect. Phrases like “I hear you” or “That's a fair point” let the customer know you're not dismissing their concerns.</p> <p>Then, <b>Explore</b>.  Ask open-ended questions to uncover what's driving the objection. Often, the first thing someone says isn't the full story. Dig deeper with curiosity, not pressure.</p> <p>And finally, <b>Respond</b>.  Once you fully understand the concern, offer a thoughtful response that speaks directly to what matters most to the customer. When your response reflects their perspective, it's not just more effective—it's more human.</p>	Video Synthesia AI Tool	Button: [Play]

LAER keeps the conversation collaborative, not confrontational. It helps you build trust, uncover real needs, and guide the conversation forward—without pushing.		
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Lesson 2 / Block 4	Slide Title: <b>Let's Test your skills!!!</b>	
Slide Content / On-screen Text	Media Required	Interactivity
<p>You'll be presented with a realistic customer objection.</p> <p>Your goal: <b>Choose the best response at each step</b> using the LAER framework.</p> <p>Each decision you make will shape how the conversation unfolds. Think carefully—and aim to keep the customer engaged and understood.</p> <p><b>Ready? Click “Continue” to begin.</b></p>	Text	N/A

Lesson 2 / Block 5	Slide Title: <b>Scenario-based Practice</b>		
Slide Content / On-screen Text	Media Required	Interactivity	
<p>You're on a cold call with a potential customer. You've just introduced your solution, and the customer responds with hesitation.</p> <p><b>Scene 1</b></p> <p>Customer: <i>"Honestly, this sounds great, but we just don't have the budget for something like this right now."</i></p> <p>Rep Response A: "Our pricing is 10% lower than the competitor and we can offer discounts"</p> <ul style="list-style-type: none"> <li>Customer Response: "Well...I am not interested!"</li> </ul> <p>Rep Response B: <i>"I understand—budget is always a</i></p>	A salesperson making a call, looking confident	<b>Buttons:</b> [Start]] [Continue] [Submit]	

<p>factor. Can I ask what kind of ROI would make something like this worthwhile?"</p> <ul style="list-style-type: none"> <li>Customer Response: "Well, if we could save even 5–10 hours a week across the team, that might help justify the cost."</li> </ul> <p><u>Scene 2</u></p> <p>Customer: "Well, if we could save even 5–10 hours a week across the team, that might help justify the cost."</p> <p>Rep Response A: "That's understandable. If time savings is important, let's focus on that—can I email you a Case Study that explains how our solution saves time?"</p> <ul style="list-style-type: none"> <li>Customer: "Sure! Can you share additional product information as well?"</li> </ul> <p>Rep Response B: "Honestly, 5–10 hours saved per week should be more than enough to make this a no-brainer."</p> <ul style="list-style-type: none"> <li>Customer: "On what grounds?"</li> </ul> <p>Conclusion: The rep uses LAER to explore a budget objection, uncover trust concerns, and refocus on ROI—turning resistance into a meaningful conversation that builds credibility and keeps the deal alive.</p>		
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Lesson 2 / Block 6	<b>Why LAER Works?</b>	
Slide Content / On-screen Text		
<p>Using the LAER framework—<b>Listen, Acknowledge, Explore, Respond</b>—transforms the way you handle objections. Instead of reacting defensively or jumping to solutions, LAER keeps the conversation <b>collaborative, not confrontational</b>.</p> <p>It helps you slow down, truly hear the customer, and make space for them to express what's <i>really</i> going on beneath the surface. This shift in approach changes the</p>	Text	<p>Button: [Continue]</p>

<p>tone of the conversation. You're no longer seen as someone trying to "overcome" them—you're someone trying to <b>understand and support</b> them.</p> <p>When customers feel <b>heard and validated</b>, their resistance lowers. They become more open to new ideas, more willing to engage, and more likely to see you as a trusted partner—not just a salesperson. That's the real power of LAER: it builds connection first, then opens the door to meaningful, solution-focused dialogue.</p> <p>power of LAER: it builds connection first, then opens the door to meaningful, solution-focused dialogue.</p>		
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Lesson 2 / Block 7	Slide Title: <b>Summary &amp; Key Takeaways</b>	
Slide Content / On-screen Text	Media Required	Interactivity
<p><b>Summary:</b></p> <p>Objections are a natural part of any sales or customer conversation. What matters most is how you handle them. Throughout this course, you've learned that objections aren't the end of a conversation—they're the beginning of a deeper one. By listening carefully, validating concerns, and asking the right questions, you create space for trust, clarity, and meaningful dialogue.</p> <p>With tools like the <b>LAER framework</b>—Listen, Acknowledge, Explore, Respond—you now have a structured, empathetic way to navigate even the toughest objections. Whether the concern is budget, timing, or disinterest, your goal isn't to push back, but to understand. When you lead with curiosity and confidence, you turn resistance into opportunity and hesitation into progress.</p> <p><b>Key Takeaways:</b></p>	Text	N/A

<p><b>Objections Are Signals, Not Setbacks</b></p> <p>Every objection is a window into what the customer is thinking or feeling. Don't take it personally—see it as an invitation to understand their needs more deeply.</p> <p><b>LAER Is Your Go-To Framework</b></p> <p>Use <b>LAER (Listen, Acknowledge, Explore, Respond)</b> to guide tough conversations. It helps you stay calm, curious, and customer-focused—turning tension into trust.</p> <p><b>Listen First, Respond Last</b></p> <p>Too often, reps jump in with solutions before hearing the full concern. Take a beat. Listen carefully, acknowledge what you hear, and explore before offering a response.</p> <p><b>Surface Objections Often Mask Deeper Concerns</b></p> <p>Budget, timing, and disinterest often hide uncertainty about value or bad past experiences. Ask open-ended questions to uncover the real issue beneath the surface.</p> <p><b>Respond with Empathy and Value</b></p> <p>When you finally respond, tailor your message to what matters most to the customer. Show them you're not just selling—you're solving.</p> <p><b>Confidence + Curiosity = Your Best Advantage</b></p> <p>Approach objections with a mindset of problem-solving, not pressure. Stay confident, stay curious, and always aim to build trust.</p>		
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