



Overcome Objections and Close More Sales Now

Description

[Objections](#) can come at any time throughout the sales cycle. You may be presented with one when you first reach out to schedule an appointment with a prospective client. Another objection may come after youâ??ve presented solutions and are ready to go for the close. Itâ??s important to know how to:

- Anticipate objections
- Handle objections once they arise
- Use different techniques to overcome them

In this recently recorded webinar for [ASI](#), BDUâ??s CEO Lisa Peskin discusses how to know when an objection is coming, the process to handle objections, and the different objection-handling techniques you can utilize to be successful in sales every time.

Category

1. resources

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