

**Andrew Carnegie Business School**  
**Handling Objections, Negotiating and Closing Sales – Video Transcript**

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Welcome to the module ***'Handling Objections, Negotiating and Closing Sales'***.

This is a mandatory unit from the ISMM Level 3 Diploma Framework.

In today's highly competitive marketplace, sales professionals are increasingly faced with many current and prospective customers voicing objections as to why they cannot commit to buy. Being aware of these objections, and actively identifying the root of each of these objections is key to being able to close a sale successfully.

This module will provide you with the skills and knowledge you need to overcome different types of objections customers may have. You will learn how planning is the key to success, how to explore issues with customers and identify their concerns. You'll then go on to look at the best way to tackle different issues and the art of negotiation in this context. Finally, you will learn how and when to close the sale, ensuring all customers' objections have been resolved and how to use questioning techniques to identify further potential opportunities such as add-ons, up-selling and cross-selling.

The module will be assessed through an open book assessment and role play in which you will research a prospective client and plan for a sales meeting. You will be expected to apply the knowledge you have gained, and demonstrate how you would use relevant techniques and theories to successfully resolve objections and close the sale.

This interactive module should be used in conjunction with the ISMM U302 Study Guide: Handling objections, Negotiating and Closing Sales.