

Zone 3: Objections Handling and Commitment

Objection type

Gap

Your action

If the gap exists,
identify it and ask
"what would it take
to close it?"

KDM questions

Based on what we've
shared with you this
far, how on track are
we with our
recommendations?



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Confidence

Your action

Invite them to meet or speak with others who can help build confidence

KDM questions

Do all the decision makers on your team have confidence in the solution we presented?



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Comfort

Your action

Ask for perceived
pros/cons

KDM questions

What is your comfort
level with us relative
to the alternatives?



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Support

Your action

Uncover the customer's remaining steps internally and offer support

KDM questions

How can we best support you at this point process?



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Your action

KDM questions

Other agendas

Meet with the
"naysayer"

Anything we need to
know about someone
who isn't aligned
with us?





We design and deliver tailored B2B Consultative Account Management training and related offerings. Our 4Zones of Customer Engagement is recognized as one of the most structured and progressive approaches towards building value-centric customer relationships. Our team will work closely with you to explore the needs of your organisation to design a training experience that is tailored to your operation. Once this preparation is completed, we will be with you every step of the way as we roll out training to your sales teams.

We are here for your team!