ON - THE - JOB TRAINING RECORD
CONTINUATION SHEET

Date of Training: _____

Lesson Category: Overcoming Objections

Lesson Title: The Roles of Tension, Resistance and Objections in a Sale

Student Materials/Activities:
1. Students were instructed to listen to the audio "The Role of Tension, Resistance and Objections in a Sale."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:
1. To define the meaning and causes of "tension" in a sales interview.
2. To define the meaning and causes of "resistance" in a sales interview.
3. To define the meaning and causes of "objections" in a sales interview.
4. To identify and discuss the three ways applicants can show resistance during a sales interview.
5. To identify and discuss ways to overcome applicant resistance.
6. To have the participants discuss some of the ways they deal with tension, resistance and objections during a sales interview.

Lesson Outline:
1. Define the meaning and cause of "tension" in a sales interview.
   a. Meaning: It's the natural fear or concern the applicant has with the recruiter and decision of whether or not to join the Air Force
   b. Causes: The applicant is dealing with the "unknown" aspects of joining the Reserve. They are concerned over what the recruiter will do or what they'll have to do.

2. Define the meaning and causes of "resistance" in a sales interview.
   a. Meaning: The reluctance on the part of the applicant either to go ahead and make a decision to commit or move to the next processing step.
   b. Causes: Previous bad experiences with a recruiter or the lack of trust with the recruiter.

3. Define the meaning and causes of "objections" in a sales interview.
   a. Meaning: A symptom of the level of tension and resistance that exists between the applicant and the recruiter.
   b. Causes: A manifestation of something else that's happened in the sales process. Example: A recruiter recommendation that doesn't provide the applicant what they're looking for.

4. Identify and discuss the three ways applicants can show resistance during a sales interview.
   a. Silence: The applicant says nothing.
   b. Deferral: The applicant claims another person will make the decision.
   c. Objection: The applicant raises a serous barrier against making a commitment.

5. Identify and discuss ways to overcome applicant resistance.
   a. If the applicant becomes silent, ask questions, don't make statements.
   b. If the applicant defers to someone else, ask the applicant to join you in meeting with that person or those people.
   c. If the applicant objects, isolate each objection and revert to the Probe Step to ask questions. When you've answered the applicant's concerns, issue a new recommendation.

6. Using the Sales Success Worksheet and the discussion questions on page two of the Manager's Meeting Guide, conduct a guided discussion surrounding the ways the participants have responded when the encountered tension, resistance or objections with their applicants.

LAST NAME - FIRST NAME - MIDDLE INITIAL