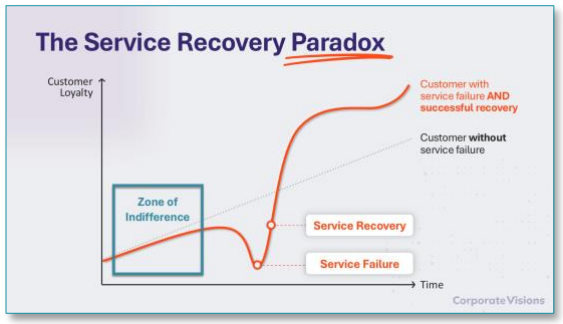
Resolve Concerns Responsively

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Resolve Concerns Responsively		Confidently navigate and resolve buyer resistance to win trust, confidence, and business.	• Differentiate questions, concerns, and objections by signal strength and intent, then respond with the right level of clarity and reassurance. • Identify whether resistance is driven by Rational Concerns or Emotional Objections and choose tactics that fit the moment. • Use a structured approach to resolve resistance promptly, reinforce trust, and keep the conversation moving forward.	10 minutes
Manage Rational Concerns		Get ahead of the road bumps before they become roadblocks.	• Categorize high-probability rational concerns into four categories. • Develop tailored strategies and messaging for each concern category to proactively address them. • Embed reassurance into conversations, watch for signals of lingering concerns, and use questions to surface hidden doubts early. • Use a five-step framework for handling unexpected rational concerns.	20 minutes

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Manage Emotional Objections		Help customers move forward by shifting how they feel.	• Recognize emotional signals early. • Diagnose what's really driving the objection. • Use a structured six-step reframe to lower emotion, rebuild confidence, and reopen the path forward.	20 minutes
Restore Trust		Apologize in the right way to boost your chances of recovering a relationship and sustaining long-term customer loyalty.	• Distinguish between everyday service issues and actual service failures. • Apply the four keys to service recovery in customer situations. • Deliver an apology using the winning framework that effectively blends facts and emotion.	15 minutes

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