Introduction

Duration	Topic
5 mins	• **Hot Open:** Scenario + Poll
5 mins	• **Key Topic:** Responsiveness Boosts Win Rates
5 mins	• **Key Topic:** Types of Buyer Hesitation: Questions vs. Concerns vs. Objections
5 mins	• **Key Topic:** Types of Reaction: Rational vs. Emotional
5 mins	• **Key Topic:** The Buyer Resistance Matrix
5 mins	• Competency Overview
30 mins	

Skill: Manage Rational Concerns

Duration	Topic
5 mins	• **Hot Open:** Words in Common
10 mins	• **Key Topic**: The Four Categories of Customer Concern
15 mins	• **Group Activity:** Categorize Your Customer's Concerns
5 mins	• **Key Topic:** Rational Concern Response Strategies
10 mins	• **Key Topic:** Bring Responses into Your Conversations
15 mins	• **Group Activity**: Draft a Proactive Response
10 mins	• **Key Topic:** The Five-Step Rational Concern Response Model
15 mins	• **Pair Activity:** Handle a Rational Concern Using the Five Steps
5 mins	• **Hot Close:** Reflection

90 mins

Skill: Manage Emotional Objections

Duration	Topic
5 mins	• **Hot Open:** Emotion Drives Decision
15 mins	• **Key Topic:** Recognizing Emotional Objections: The Four Signs
20 mins	• **Group Activity:** Identify Emotional Signals
5 mins	• **Key Topic:** The Power of the Reframe
10 mins	• **Key Topic:** The Six-Step Emotional Objection Reframe Framework
15 mins	• **Group Activity:** Reframe an Emotional Objection
15 mins	• **Group Activity:** Deliver a Reframe
5 mins	• **Hot Close:** Reflection
90 mins	

Skill: Restore Trust

Duration	Topic
10 mins	• **Hot Open:** Shutdown!
15 mins	• **Key Topic:** The Service Recovery Paradox
10 mins	• **Key Topic:** The Service Recovery Paradox Requirements
5 mins	• **Key Topic:** Five Components of an Effective Apology
10 mins	• **Key Topic:** What the Research Shows
5 mins	• **Key Topic:** The Winning Framework
30 mins	• **Group Activity:** Apology Role-Play
5 mins	• **Hot Close:** Reflection and 2-2-2

90 mins