This page provides **Manager's Notes for Participant Handout Page 1**. Use as a reference and guide for planning and leading an interactive sales meeting or coaching session. It is meant to be a general guide and not a script. Add your own examples and wording.

Manager's Notes for Participant Handout Page 1		
Brainstorm List of Likely Customer Objections		Notes
Estimated Time	15 minutes	
Purpose/Objectives	1. State the overall purpose of the session (see comments #1 and #2 in Teaching Tips and Suggested Sequence at the bottom of this page). 2. Generate a list of likely objections from the entire sales team. 3. Include any objections that you feel are important or timely for your sales team to address (optional step).	
Teaching Tips and Suggested Sequence	1. Begin this teaching session by saying something like, "…the purpose of this coaching session is to improve our ability to respond to likely objections. This is a safe place to practice and discuss with your peers some effective ways to respond to objections that all of us encounter." 2. Before doing the brainstorm activity, make this comment: "You haven't done anything wrong if you encounter an objection. All salespeople encounter objections. The difference between successful sales professionals and average sellers is their skill and comfort level when responding to an objection." 3. Then do Steps 1 and 2 as shown on page 1 of the handout. Write everyone's answers on a flipchart or white board. Note: If you asked them to submit objections as a pre-work assignment, you can accelerate the teaching of this page by simply listing on a whiteboard or flipchart a consolidated list of their objections. 4. After the sales team finishes listing all the objections that they can think of, you can add some additional ones that you feel are important.	