

**GLOBAL GUIDANCE:**

Please reference the **LXD QA Guidelines for this client when designing content** [[LINK](#)]

- Provide onscreen directions for activities
- For learner navigation guidance, use the term “SELECT” instead of “CLICK”
- Ensure that there is feedback for both correct and incorrect answers in activities
- Ensure to indicate both correct and incorrect answers in activities
- Dev notes are in *italicized, blue font*

**SB REVISIONS**

- When making revisions to content in the storyboard, please use **red font** to indicate content which has been changed/added

**Client Handover Prep:**

Grading

1. LMS reporting: 100% Course progress and min passing score
2. **X%** on scale
3. Assignment type: Quiz
4. Upload badge image (Triboo only): [[LINK](#)]
5. Threshold:
6. Total attempts#:
7. Weight of total grade: 100
8. Randomize question order (highlight one): Y/N
9. Shuffle answer choices (highlight one): Y/N
10. Enable time exam(highlight one) : Y/N
11. Assessment result visibility (highlight one):
  - a. Always show
  - b. Never show
  - c. Show when subsection is past due
12. Are there any prerequisites?

Final Packing

- SCORM version:
- Final platform (highlight one): Rise | Triboo | Client LMS/Other
- Final asset inventory: [[LINK](#)]
- Final Assessment Name & Abbrev. Name:

|                      |                    |
|----------------------|--------------------|
| <b>Course Name:</b>  | Objection Handling |
| <b>Instructional</b> | Val Groce          |

|                    |   |
|--------------------|---|
| Designer:          |   |
| Learning Outcomes: | <ol style="list-style-type: none"> <li>1. Practice navigating and overcoming customer objections.</li> <li>2. Use a conversational approach to defuse frustration and focus on positive outcomes.</li> <li>3. Evaluate the different types of customer objections and determine how to overcome those objections within interactions best.</li> </ol> |

## INTRODUCTION

|   |
|---|
| Intro Text - Rise   |
| <p>In this course, you will explore different types of customer objections and a simple process to navigate and overcome them. In doing so, you will build and strengthen customer relationships and create a positive customer experience.</p> <p>Are you ready to learn more? <b>Select the Start Module button above</b> to get started.</p> |

|               |   |
|---------------|---|
| Activity Name | Welcome Video   |
| Output        | Video   |
| Overview:     | <p><i>Create a short, captivating video showcasing the content that we have built for this client. Please leverage the assets as much as possible and incorporate dynamic transitions and flashes.</i></p> <p><b>Wellsaid avatar options:</b></p> <ul style="list-style-type: none"> <li>● Terra G.</li> <li>● Charlie Z.</li> <li>● Jordan T.</li> <li>● Isabel V.</li> <li>● Genevieve</li> </ul> |

### Intro Text - Rise Introduction

Welcome to **Objection Handling!**

### Player Controls and Guidance - Rise Labeled Graphic

*Title:* Player Controls and Guidance

Select each **plus sign (+)** below to review each player control or course navigation type.

**PLAY** [\[add a play icon\]](#)

Select this icon to start playing a video.

**FULL SCREEN** [\[add a full screen icon\]](#)

Select this icon to view the activity in full-screen mode.

**VOLUME** [\[add a volume icon\]](#)

Select this icon to control the volume.

**CLOSED CAPTION** [\[add a CC icon\]](#)

Select this icon to turn on closed captions. Captions will appear at the bottom of the activity screen.

**SCROLLING** [\[add a scrolling icon\]](#)

This course is experienced similar to a web page, with primary navigation to content requiring scrolling downwards or upwards. Please remember to scroll after completing each piece of content until you reach the button that will take you to the next section of the course. Select the button at the end of each content page to progress to the next section.

### Transition Text - Rise Introduction

To begin, **Select the Play button below** to watch the video.

| SCRIPT/CAPTIONS   | ONSCREEN TEXT | IMAGERY IDEAS                           |
|---|---------------|---|
| At first glance, people tend to look at objections as something negative. Instead, look at objections as an opportunity to have a personal conversation with a customer to fully understand their concerns and motivations. |               | <i>Show a CSR talking on the phone.</i> |

|  |               |  |
|--|---------------|--|
| The alternative is silence.<br><i>(cricket chirps)</i>   |               | <i>Show a cricket</i>  |
| Welcome to Objection Handling!<br><br>In this module, we will focus on how our <b>service representatives</b> mitigate and overcome customer objections.   |               | <i>Show a happy CSR</i>  |
| You may have already touched on customer objections in other courses.  |               | <i>Show a CSR with a questioning expression.</i>                 |
| Consider those courses as scratching the surface. Today, we expand on the topic of customer objections.  |               | <i>I see a brain kind of image opening up.</i>                   |
| We will start on the most typical kinds of customer objections you would experience, then move to the steps to address them.                               |               | <i>Can you create a graphic showing four steps to a process?</i> |
| We wrap it up with communication techniques to defuse and overcome customer objections.  | Communication | <i>Show associate (and customer maybe) in a discussion.</i>      |
| In addition to eLearning, you'll meet with other <b>service representatives</b> and your trainer to apply these skills to real-life scenarios in your job. |               | <i>Show a group or team signifying unity.</i>                    |
| Nobody can object to that!<br><br>Are you ready to start navigating customer objections?<br><br>Let's get started!   |               | <i>Smiling associate eager to get started.</i>                   |

Activity Name

Did You Know?

|               |            |
|---------------|------------|
| <b>Output</b> | Rise Quote |
|---------------|------------|

|  |  |
|--|--|
| <b>Text - Rise + Quote</b>   |  |
| So many objections may be made to everything, that nothing can overcome them but the necessity of doing something. |  |
| Source: Samuel Johnson   |  |

|                      |                    |
|----------------------|--------------------|
| <b>Activity Name</b> | Learning Outcomes  |
| <b>Output</b>        | Rise Numbered List |

|   |  |
|---|--|
| <b>Text - Rise</b>  |  |
| <ol style="list-style-type: none"> <li>1. Practice navigating and overcoming customer objections.</li> <li>2. Use a conversational approach to defuse frustration and focus on positive outcomes.</li> <li>3. Evaluate the different types of customer objections and determine how to best overcome those objections within interactions.</li> </ol> |  |

|                      |                    |
|----------------------|--------------------|
| <b>Activity Name</b> | At-a-Glance        |
| <b>Output</b>        | Rise 3-column grid |

|   |  |
|---|--|
| <b>Text</b>   |  |
| <p>Self-Paced<br/>Learn It!</p> <p>Introduction: How to use three different types of questions, combine them into one call flow technique, and make the most of customer answers.</p> <p>Duration: 30 minutes</p> |  |

Trainer-Led  
Try It!  
Practice handling customer objections.  
Duration: 2 hours

Self-Paced  
Master It!  
Review and final assessment.  
Duration: 30 minutes

### Transition Text - Rise

**Reflection:** What kind of customer objections do you expect to face in your role? Write them down in your workbook.

|                      |           |
|----------------------|-----------|
| <b>Activity Name</b> | Workbook  |
| <b>Output</b>        | Canva PDF |

### Intro Text - Rise

Download the course workbook below to use as a learning aid as you complete the course. Have all the exercises completed and have your workbook with you when you meet with your trainer and peers for the **workshop**.

*Wb heading:* What is it?

**Describe the three types of customer objections.**

*(create space for notes)*

*Wb heading:* What does it look like?

4 Steps to Objection Handling

|                    |   |
|--------------------|---|
| Step 1: Listen     | Take the time to listen to the customer's objections without jumping in or responding too quickly. Listen for the real cause of the issue. On the surface it could be, "My money didn't go through," but to the customer, it might be: "My sister needed that money to pay her rent." |
| Step 2: Understand | Ask questions and restate the objection to confirm your understanding of the objection and its details. Open-ended questions encourage your customer to expand on their description of the objection. Listen consciously and repeat key details.                                      |
| Step 3: Respond    | Use empathy to show respect and validate your customer's feelings. Address the most important barrier first with clear and concise options and resolutions.   |
| Step 4: Confirm    | The objection isn't resolved until your customer says so. Be sure to assess their reaction to your suggestions. Ask them if there are any other objections you can  |

|  |          |
|--|----------|
|  | address. |
|--|----------|

**Describe what objection handling sounds like when working with a customer.**

*(create space for notes)*

**What are the customer benefits?**

*(create space for notes)*

**What are the customer pain points?**

*(create space for notes)*

*Wb heading:* **Why is it important to understand?**

1. Customer objections create a barrier to progress. Softening that barrier is the only way to get an objectionable customer to act.
2. When a customer feels heard and understood, those barriers begin to soften as the customer opens up to your ideas and suggestions.
3. Incorrectly approaching your customers' objections may encourage them to take their business to a competitor.

*Wb heading:* **Additional Notes**

*(create an additional page with space for notes)*

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**Answer Key**

*(facilitator guide only - do not create in the learner workbook!)*

*Wb heading:* **What is it?**

**Describe the three types of customer objections.**

1. **Convenience:** This is all about the customer's time. Customers may object to finding information online or the time it takes for a transfer to complete.
2. **Confidence:** Your customer needs to be convinced of the value of acting. Objections may be to complete a form, understand regulatory requirements when sending funds to another country, or select the right product or service.
3. **Reassurance:** This objection is often paired with skepticism. It likely stems from a negative experience the customer or someone they know has had in the past.

*Wb heading:* **What does it look like?**

Use these questions as an open discussion, perhaps with some brainstorming activities.

**Describe what objection handling sounds like when working with a customer.**

This will be an open discussion with the class. Ask what kinds of objections they have heard before or anticipate experiencing (if new hire), then lead into ideas of how to apply the techniques learned to address that objection example.

**What are the customer benefits?**

Direct the conversation around the customer feeling heard and validated so they are open to listening to the Service Representatives as they discuss their objections and find solutions.

**What are the customer pain points?**

Write down some ideas of pain points; then search the knowledge base for the suggested script or applicable information to find possible ways to pivot the conversation.

## Learn It (self-paced)

|                      |                              |
|----------------------|------------------------------|
| <b>Activity Name</b> | Types of Customer Objections |
| <b>Output</b>        | Video                        |

| Script/VO  | Text display on screen                            | Imagery/Image Catalog Ref ID   |
|--|---|--|
| <p>If the topic of customer objections brings a feeling of angst, let's lay that to rest right now.</p> <p>We like to think of customer objections as a means to build relationships because they give you the opportunity to clarify communication and revisit your relationship with the customer.</p> |   | <p><i>Show the "Did You Know?" graphic.</i></p>  |
| <p>When it comes to customer objections, they fall into three categories.</p>  |   | <p><i>Show animation of three categories, with the word "objection" falling and sorting into each one.</i></p> |
| <p>These objections take different forms depending on your business, but they hold true across the board.</p>  | <p>Convenience<br/>Confidence<br/>Reassurance</p> |  |
| <p>Convenience is all about your customer's time. Time is always a precious commodity, so we must make it simple!</p>  | <p>Convenience</p> <p>Make it simple!</p>         | <p><i>Show busy people in the background, then a customer on the phone.</i></p>                                |
| <p>Confidence takes many forms. It could be putting their trust in us to move their funds across the globe, or the confidence of your</p>  | <p>Confidence</p>                                 | <p><i>Show a customer looking anxious</i></p>  |

|   |                    |   |
|---|--------------------|---|
| <p>customer's ability to take action.</p> <p>Action includes creating an account or sending money a new way than they have before.</p> <p>In addition, confidence comes into play when a customer agrees to walk through a task with a Service Representative during an interaction.</p> <p>These are just a few examples.</p>                                      |                    |   |
| <p>Finally comes reassurance. While it sounds as if it's related to the other two, this customer usually has a negative experience under their belt. They may have had a complication or encountered a rude employee. Nonetheless, they just allowed us to make things right. We welcome this opportunity to turn their experience around and make it positive.</p> | <p>Reassurance</p> | <p><i>Show a customer with arms crossed across their chest.</i></p> |
| <p>How do you navigate each of these customer objections?</p> <p>That's exactly why you're here! We will explore that next.</p>   |                    | <p><i>Show an associate smiling</i></p>                             |

|               |                                 |
|---------------|---------------------------------|
| Activity Name | Sorting Out Customer Objections |
| Output        | Rise Card Sort Activity         |

### Transition Text - Rise or Triboo

Try sorting some common statements you might hear from customers. Move each customer statement to the appropriate objection stack.

| BUCKET      | CARDS  |
|-------------|--|
| Convenience | <ul style="list-style-type: none"> <li>• I don't have time.</li> <li>• I don't have internet access.</li> <li>• I'm not near my computer.</li> <li>• The agent location is too far.</li> </ul> |
| Confidence  | <ul style="list-style-type: none"> <li>• I hate doing this from my phone.</li> <li>• These forms confuse me.</li> <li>• I've never done this before.</li> </ul>                                |
| Reassurance | <ul style="list-style-type: none"> <li>• My money transfer arrived late.</li> <li>• She wasn't very helpful.</li> </ul>  |

### Outro Text - Rise or Triboo

Great work! Now, let's examine the steps to overcoming those objections. Select the **CONTINUE** button below to proceed.

## Overcoming Objections

|               |   |
|---------------|---|
| Activity Name | Conversational Skills   |
| Output        | <p>Rise flip cards</p> <p><i>I'd like to have Canva images for the front of</i></p> |

|  |                                 |
|--|---------------------------------|
|  | <i>the cards with the text.</i> |
|--|---------------------------------|

### Intro Text - Rise

Remember that your customers want to be heard and valued. Once you achieve that with them, you can work on addressing their objections and removing the obstacles they are experiencing.

Let's start with a few communications. Excellent service always takes center stage when handling customer objections. These conversational skills help put the customer at ease and open them to your suggestions for overcoming those objections. Select each card **to flip it over** and reveal more.

| Flip Card Front (text and image) | Flip Card back (Text)  |
|----------------------------------|--|
| Positivity                       | Project positivity in your voice and your words.   |
| Conscious Listening              | Let them know you're listening by giving feedback in your own words to ensure clarity and understanding.               |
| Empathy                          | Your customers want to be heard and understood. Showing empathy builds sincerity and opens your customer to new ideas. |

|                      |                               |
|----------------------|-------------------------------|
| <b>Activity Name</b> | 4 Steps to Objection Handling |
| <b>Output</b>        | Canva Infographic             |

### Transition Text - Rise

Use your conversation skills to overcome customer objections in 4 steps.

| Step           | Description   |
|----------------|---|
| Step 1: Listen | <b>Take the time</b> to listen to the customer's objections without jumping in or responding too quickly. Listen for the real cause of the issue. On the surface it could |

|                    |   |
|--------------------|---|
|                    | be, "My money didn't go through," but to the customer, it might be: "My sister needed that money to pay her rent."  |
| Step 2: Understand | Ask questions and <b>restate</b> the objection to confirm your understanding of the objection and its details. <b>Open-ended</b> questions encourage your customer to expand on their description of the objection. Listen <b>consciously</b> and repeat key details. |
| Step 3: Respond    | Use empathy to <b>show respect</b> and validate your customer's feelings. Address the most important barrier first with <b>clear and concise</b> options and resolutions.   |
| Step 4: Confirm    | The objection <b>isn't resolved</b> until your customer says so. Be sure to <b>assess</b> their reaction to your suggestions. <b>Ask</b> them if there are any other objections you can address.  |

**Outro Text - Rise**

Remember that your customers want to be **heard and valued**. Once you achieve that with them, you can work on addressing the objections and remove the obstacles your customers are experiencing. **Select the continue button below** to move on.

|                      |                    |
|----------------------|--------------------|
| <b>Activity Name</b> | The Power of Being |
| <b>Output</b>        | Video              |

**Intro Text - Rise**

The next secret to overcoming objections comes from within. **Watch the video below to learn how to demonstrate these powers to customers** as you manage their objections.

| Script/VO  | Text on-screen   | Imagery ideas   |
|--|--|---|
| <p>When it comes to navigating customer objections, communication skills are critical to completing the 4 steps to objection handling.</p> <p>Seize your power to overcome customer objections by embracing the Power of Being.</p>  | <p>Be:</p> <ul style="list-style-type: none"> <li>● Persuasive</li> <li>● Adaptable</li> <li>● Simple</li> <li>● Flexible</li> </ul> |   |
| <p>Now, what exactly does that mean?</p>   |  | <p><i>Show a person with hands up in "I don't know" fashion.</i></p>                        |
| <p>It means using your communication skills to project the impression to your customer that you are here to help.</p>  |  | <p><i>Show a smiling and confident associate, ready to help.</i></p>                        |
| <p>Persuasion occurs by motivating your customer to change. You do this by <u>projecting positivity</u> in your voice and your words. <u>Be confident</u> in what you represent and in your ability to help. <u>Promote the benefits</u> to your customer, making it clear what's in it for them to turn their objection around.</p> | <p>Be Persuasive</p>   | <p><i>Show associate and customer conversing on the phone.</i></p>                          |
| <p>Pay attention to your customer's <u>communication style</u>, and adapt yours to match their cues, such as their <u>speech rate, volume,</u></p>   | <p>Be Adaptable</p>  | <p><i>Show customers of different cultural backgrounds to visualize diversity here.</i></p> |

|  |   |   |
|--|---|---|
| <p>and whether they are chatty or to the point. This sets a level of comfort in the conversation and eases frustrations.</p> <p>Make it your goal to think and act differently in response to each customer.</p>   |   |   |
| <p>It's easy to forget what it's like not to understand how to navigate the website or complete the details on the forms. For this, we remember to be simple.</p> <p>There's a great acronym for this. <i>(show second text on screen)</i></p> <p>E-L-I-5 for "Explain Like I'm 5."</p> <p>Explain things to your customers in easily understandable ways <u>to a novice</u>. With a secure understanding, they can make a confident decision.</p> | <p>Be Simple</p> <p><i>(appear when cued by script)</i></p> <p>ELI5</p> | <p><i>Show a customer on the phone with a split screen of a child on the phone (could I be so lucky to get this?)</i></p> |
| <p>The final tip is to be flexible. When evaluating options to overcome customer objections, we guide our customers to the best option that fits their needs.</p>  | <p>Be Flexible</p>  | <p><i>Show a happy associate talking on the phone with their customer.</i></p>  |
| <p>Finally, the cornerstone of great service always takes center stage when handling customer objections. These conversational skills help put</p>   | <p>Positivity<br/>Conscious Listening<br/>Empathy</p>                   |   |

|   |  |  |
|---|--|--|
| your customers at ease and open them to your suggestions for overcoming their objections. |  |  |
|---|--|--|

|                      |                                     |
|----------------------|-------------------------------------|
| <b>Activity Name</b> | Power of Being                      |
| <b>Output</b>        | Rise Accordion with Imagery (Canva) |

|  |
|--|
| <b>Transition Text - Rise</b>  |
| <p>When it comes to navigating customer objections, your communication skills are critical to following your four steps to objection handling. You'll leverage your communication skills to project an impression to your customer that you are here to help.</p> <p>Your power to overcome customer objections starts with your Power of Being. Select the <b>+ symbols</b> below to review each of those powers.</p> |

| <b>Accordion</b> | <b>Expanded</b>   |
|------------------|---|
| Be Persuasive    | <p>Persuasion occurs by <b>motivating</b> your customer to change. For the customer, just making a decision to act initiates a change. You do this by <b>projecting positivity</b> in your voice and your words. <b>Be confident</b> in what you represent and your ability to help. <b>Promote the benefits</b> of Western Union to your customer, making it clear what's in it for them to turn their objection around.</p> |
| Be Adaptable     | <p>Pay attention to your customers' communication styles and adapt yours to match their cues, such as their speech rate, volume, and whether they are chatty or to the point. This will set a level of comfort in the conversation and ease frustrations. Make it your goal to think and act differently <b>in response</b> to each customer.</p>   |

|                  |   |
|------------------|---|
| Be Simple - ELI5 | <p>It's easy to forget what it's like to not understand Western Union products and some of the regulations involved with transferring funds. For this, we remember to be simple.</p> <p>There's a great acronym for this: E-L-I-5 for "Explain Like I'm 5."</p> <p>Explain things to your customers in easily understandable ways to a novice. Remember that even most financial professionals aren't experts at our services. With a secure understanding, they can make a confident decision.</p> |
| Be Flexible      | <p>When working through options to overcome customer objections, guide your customers to help them identify the best solution that meets their needs.</p>   |

### Outro Text - Rise

Finally, the cornerstone of great service always takes center stage when handling customer objections. These conversational skills help put your customers at ease and open them to your suggestions for overcoming their objections. **Select the continue button below** to move on.

### *Continue button*

### Workshop Overview Outro Text - Rise

*Add a continue button titled:* TRY IT! (SELF-PACED)

## Try It (Instructor Led)

|               |                                      |
|---------------|--------------------------------------|
| Activity Name | Workshop Overview                    |
| Output        | Activities Overview image + ILT Deck |

### Workshop Overview Intro Text - Rise

#### Objection Handling Workshop

Now it's time to join the **Objection Handling Workshop** with your peers and trainer. Please review the agenda before it begins.

### Activities Overview - Rise Accordion

*Devs, please upload the text from the activities overview slide of the deck and insert it into RISE for learners to review.*

*Add the following accessibility text:*

Select each **plus sign (+)** below to see what's in store for you in the Objection Handling Workshop.

### Workshop Overview Outro Text - Rise

*Add a continue button titled: MASTER IT! (SELF-PACED)*

## Master It! (self-paced)

|                      |                              |
|----------------------|------------------------------|
| <b>Activity Name</b> | Review Game                  |
| <b>Output</b>        | SL - Race to the Rocket game |

With the skills you learned in handling objections and communication mastery, you'll find that they are interchangeable in most jobs with customers. Let's try some customer scenarios to see if you can navigate different situations to reach the rocket.

| <b>Question 1</b>  | <b>Answer</b>   |
|--|---|
| Your customer is concerned about their money transfer arriving on time for their deadline. | <p>A. <i>(correct)</i><br/>I'm glad you called. Will you please describe your concerns to me?</p> <p>B. <i>(incorrect)</i><br/>I'm unsure about these banks and their deadlines since they may differ. What did you want to know?</p> |

*Feedback:*

Before deciding whether you can help, always encourage your customers to describe their questions or problems. Either you can help them yourself, or you can document the details for the person who can help.

| <b>Question 2</b>   | <b>Answer</b>  |
|---|--|
| Your customer just received notice that their payment was delayed due to incorrect information. They are anxious about the delay because it will cause problems with the recipient, and their window of opportunity is very small to get that payment in. | <p>A. <i>(incorrect)</i><br/>I don't think I can get the payment there before Monday. Can you just wait until Monday?</p> <p>B. <i>(correct)</i><br/>Oh, it sounds like you're in a tight spot! I can see that your payment is scheduled for Monday. I can help you make these corrections right now and provide a tracking number you can give the recipient so they are assured it's on its way.</p> |

*Feedback:*

Empathy goes a long way with your customers, and they appreciate being validated for

their stress. When making a suggestion, always confidently and positively persuade the customer to step outside their comfort zone, knowing they have an expert on the other line.

**Question 3****Answer**

Your customer is flustered because their toddler unplugged everything from the PC as they created their account, and they have no idea how to pick up where they started. Their first attempt didn't work.

A. *(correct)*

Oh, I bet that was quite the surprise to discover. Don't worry, though. We can walk you through getting your account back up and finishing it right here on the phone.

B. *(incorrect)*

Are you sure you remember your login and password?

*Feedback:*

Here's another opportunity to show empathy and follow it up with the simplest approach (remember ELI5 - "Explain Like I'm 5"). The confidence in your voice will overcome your customer's lack of confidence.

**Question 4****Answer**

Your customer hesitates to provide some of their personal data to complete the validation process. They don't understand the security or if it's worthwhile for them.

A. *(correct)* I know that trust is precious when providing personal details. Can you tell me what you think is most concerning?

B. *(incorrect)* I can transfer you to a supervisor immediately.

*Feedback:*

This one is a little trickier because both options meet the customer's needs. One, however, gives the customer a chance to be heard, gathers information, and opens up the possibility of exploring options. That is real objection handling.

**Outro Text - Rise**

Fantastic! Now that you're all warmed up, it's time to tackle the Final Assessment.

|               |                        |
|---------------|------------------------|
| Activity Name | Final Assessment       |
| Output        | <i>Rise assessment</i> |

## Rise intro text

It's time to make us proud and demonstrate your mastery. You will pass the final assessment by scoring 80% or higher. We know you can do it, so make us proud!

| Questions  | Answers  |
|--|--|
| 1. You understand that a customer wants to be respected and understood. What do you call this? | <p>A. <i>(incorrect)</i> Apathy<br/> <b>B. <i>(correct)</i> Empathy</b><br/>           C. <i>(incorrect)</i> Persuasiveness<br/>           D. <i>(incorrect)</i> Adaptivity</p> <p><i>Correct answer feedback:</i><br/>           That's right! Showing empathy expresses that we understand what they are feeling.</p> <p><i>Incorrect answer feedback:</i><br/>           Not quite. Showing <b>empathy</b> expresses that we understand what they are feeling.</p>  |
| 2. If a customer had an unpleasant experience before, their objection requires _____.          | <p>A. <i>(incorrect)</i> Practice<br/> <b>B. <i>(correct)</i> Reassurance</b><br/>           C. <i>(incorrect)</i> Persuasiveness<br/>           D. <i>(incorrect)</i> Confidence</p> <p><i>Correct answer feedback:</i><br/>           That's right! We want to offer <b>reassurance</b> that their prior unpleasant experience won't be repeated.</p> <p><i>Incorrect answer feedback:</i><br/>           Not quite. We want to offer <b>reassurance</b> that their prior unpleasant experience won't be repeated.</p> |
| 3. In which step will you use empathy?   | <p>A. <i>(incorrect)</i> Listen<br/>           B. <i>(incorrect)</i> Understand</p>  |

|  |   |
|--|---|
|  | <p>C. <i>(correct)</i> Respond</p> <p>D. <i>(incorrect)</i> Confirm</p> <p><i>Correct answer feedback:</i><br/>That's right! We express empathy to our customers when we <b>respond</b> to their concerns.</p> <p><i>Incorrect answer feedback:</i><br/>Not quite. We express empathy to our customers when we <b>respond</b> to their concerns.</p>  |
| <p>4. Use the acronym ____ to remind yourself to be simple in your explanation.</p>  | <p>A. <i>(correct)</i> ELIS</p> <p>B. <i>(incorrect)</i> IISM</p> <p>C. <i>(incorrect)</i> ESOS</p> <p>D. <i>(incorrect)</i> EIEIO</p> <p><i>Correct answer feedback:</i><br/>That's right! <b>ELIS</b> reminds us to keep our explanations simple for our customers.</p> <p><i>Incorrect answer feedback:</i><br/>Not Quite. <b>ELIS</b> reminds us to keep our explanations simple for our customers.</p>       |
| <p>5. In which step do you resist the urge to jump in too quickly?</p>   | <p>A. <i>(correct)</i> Listen</p> <p>B. <i>(incorrect)</i> Understand</p> <p>C. <i>(incorrect)</i> Respond</p> <p>D. <i>(incorrect)</i> Confirm</p> <p><i>Correct answer feedback:</i><br/>That's right! While we <b>listen</b>, we want to resist jumping in too quickly.</p> <p><i>Incorrect answer feedback:</i><br/>Not quite. While we <b>listen</b>, we want to resist the urge to jump in too quickly.</p> |
| <p>6. When your customer has objections about the amount of time a money transfer takes, that type of objection is called _____.</p> | <p>A. <i>(incorrect)</i> Reassurance</p> <p>B. <i>(incorrect)</i> Confidence</p> <p>C. <i>(correct)</i> Convenience</p> <p><i>Correct answer feedback:</i><br/>That's right! A customer's objections about time are about <b>convenience</b>.</p>   |

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|  | <p><i>Incorrect answer feedback:</i><br/>Not quite. A customer's objections about time are about <b>convenience</b>.</p>   |
| <p>7. What communication skills help put your customers at ease and open them to your suggestions for overcoming their objections? (Select all that apply)</p> | <p>A. <i>(incorrect)</i> Apathy<br/> B. <i>(correct)</i> Conscious listening<br/> C. <i>(correct)</i> Empathy<br/> D. <i>(correct)</i> Positivity</p> <p><i>Correct answer feedback:</i><br/>That's right. We can put our customers at ease with our suggestions by using <b>conscious listening, empathy, and positivity</b>.</p> <p><i>Incorrect answer feedback:</i><br/>Not quite. That's right. We can put our customers at ease with our suggestions by using <b>conscious listening, empathy, and positivity</b>.</p> |
| <p>8. When responding to a customer, address the most critical barrier ____ with clear and concise options and resolutions.</p>                                | <p>A. <i>(correct)</i> First<br/> B. <i>(incorrect)</i> Within 2 minutes<br/> C. <i>(incorrect)</i> Last<br/> D. <i>(incorrect)</i> Before you hang up</p> <p><i>Correct answer feedback:</i><br/>That's right! We will respond to a customer, addressing the most critical barrier <b>first</b>.</p> <p><i>Incorrect answer feedback:</i><br/>Not quite. We will respond to a customer, addressing the most critical barrier <b>first</b>.</p>  |
| <p>9. Clarifying questions help you to do what?</p>  | <p>A. <i>(correct)</i> Explore and learn more about the customer's objection.<br/> B. <i>(incorrect)</i> Prove who is correct.<br/> C. <i>(incorrect)</i> Determine if there is an objection or not.</p> <p><i>Correct answer feedback:</i><br/>That's right! Clarifying questions help you <b>explore and learn more about the</b></p>  |

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|  | <p><b>customer's objection.</b><br/> <i>Incorrect answer feedback:</i><br/>         Not quite. Clarifying questions help you <b>explore and learn more about the customer's objection.</b></p>   |
| 10. In the Confirm step, the _____ isn't resolved until your customer says so. | <p>A. <i>(incorrect)</i> Main issue<br/>         B. <i>(incorrect)</i> Phone call<br/>         C. <i>(correct)</i> <b>Objection</b><br/>         D. <i>(incorrect)</i> Conversation</p> <p><i>Correct answer feedback:</i><br/>         That's right! The <b>objection</b> is never resolved until your customer says so.<br/> <i>Incorrect answer feedback:</i><br/>         Not quite. The <b>objection</b> is never resolved until your customer says so.</p> |

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| <b>Activity Name</b> | Wrap-Up - Congratulations           |
| <b>Output</b>        | Rise Congratulations Page + Job Aid |

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| <b>Negotiation Job Aid Text - Rise</b>  |
| <p><i>Title:</i> Objection Handling Job Aid<br/>         Select the <b>PDF icon</b> below to download the Negotiation Job Aid.<br/> <i>Devs, please add an interactive block to download the Job Aid pdf within Rise.</i></p> |

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| <b>Job Aid Canva Asset</b>   |
| <p><i>Title:</i> Objection Handling</p> <p><b>3 Types of Customer Objections:</b></p> <ul style="list-style-type: none"> <li>• <u>Convenience</u>: This is all about the customer's time. Customers may object to finding information online or the time it takes for a transfer to complete.</li> </ul> |

- **Confidence:** Your customer needs convincing of the value to act. Objections may be to completing a form, understanding regulatory requirements when sending funds to another country, or selecting the right product or service.
- **Reassurance:** This kind of objection is often paired with skepticism. It likely comes from a prior negative experience by the customer or someone they know.

#### 4 Steps to Objection Handling

##### Step 1: Listen

Take the time to listen to the customer's objections without jumping in or responding too quickly. Listen for the real cause of the issue. On the surface it could be, "My money didn't go through," but to the customer, it might be: "My sister needed that money to pay her rent."

##### Step 2: Understand

Ask questions and restate the objection to confirm your understanding of the objection and its details. Open-ended questions encourage your customer to expand on their description of the objection. Listen consciously and repeat key details.

##### Step 3: Respond

Use empathy to show respect and validate your customer's feelings. Address the most important barrier first with clear and concise options and resolutions.

##### Step 4: Confirm

The objection isn't resolved until your customer says so. Be sure to assess their reaction to your suggestions. Ask them if there are any other objections you can address.

#### Congratulations Canva Asset - Image

Congratulations!

**You have reached the end of the course.**

Please ensure you have:

- Completed all activities
  - Participated in the workshop
  - Passed all assessments
-