

## 11.1: Introduction to Handling Objections

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### Handling Objections: The Power of Learning from Opportunities

#### Video Ride-Along with Paul Blake, Vice President of Sales at Greater Media Philadelphia

*You heard Paul Blake talk about making a successful presentation in Chapter 10. Now hear his tips about handling objections. While this might sound like the most difficult part of the selling process, Paul shares his advice about how to make this the most productive part of the selling process.*

*If you think you have to memorize all kinds of responses to objections, you'll be pleased to hear that handling objections is easy... when you use the skills you already learned.*

(click to see video)

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