



*Educational business game*

2016



SMART  
GAMES  
CLUB

Relax and learn

## ***Educational business table-top game***

### ***“Objections” (selling)***

“Objections” (selling) is a practical educational game, during which sellers practice their skills of handling and refuting objections. The sellers learn to use a client’s objections to their advantage.

The game is designed as a self-educational product; therefore, an organization that acquires this game, acquires in fact an easy-to-use educational tool – training, which can be conducted by any employee of the organization, who simply gets acquainted with the rules.

#### ***Principal results of the game “Objections” (selling):***

- Participants of the game gain valuable experience in how to handle and refute objections
- Participants of the game learn techniques of how to effectively refute objections
- Participants of the game improve their problem-solving skills
- Participants of the game receive honest peer assessment of their ability to deal with client objections
- Participants of the game adopt from each other the most effective solutions to various situations
- Participants of the game create a list of the most frequent objections and the ways of handling them

#### ***How the game “Objections” (selling) is played:***

The game simulates real life situations. The game participants’ task is, while offering a client specific cooperation, to effectively refute objections expressed by the client. The sellers’ communication skills are evaluated, as well as their ability to refute objections. In the course of the game, the participants learn to adjust to the client, carry on the conversation, respond to objections, resolve problem situations and manage their attitude towards the client and the conversation. The winner of the





game is the participant, who does all of the above more successfully than the others. Incorporated in the game is also the peer review mechanism, which ensures an easy exchange of skills and knowledge between the participants.

**Practical application of the game “Objections” (selling):**

- The game is used to educate new sellers
- The game is used to refresh the objection-handling skills of experienced sellers

**Details of the game:**

- The duration of the game – 4 hours
- The number of participants – one set of the game is designed for 2-12 people
- The game can be adapted to specific situations at an organization and to different ways of objection handling.



Relax and learn