

Consultative Selling & Objection Handling

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces consultative selling scripts and objection handling — needs discovery, honest recommendation, and responses to online-price, let-me-think and budget objections — so staff sell as trusted advisors and win against online. Use it to script and train the team. For the full playbook use the Showroom Selling Playbook.

Purpose of this tool & output

Say the right thing to win trust and the sale

How the output is used

Use it to say the right thing to win trust and the sale — consultative-selling and objection-handling that convert without pressure.

Important cautions

Reframe the online-price objection to total value (delivery, installation, exchange, local service, finance, trust) rather than matching price you cannot; honest expert advice wins the trust that closes electronics sales.

Companion documents

- Showroom Selling Playbook
- Demo & Experience Zone
- EMI / Consumer Finance Desk
- Exchange Offer Selling
- Anti-Showrooming Strategy
- Sales Tracking & Reporting

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