# Handling Buyer Questions and Objections in SaaS Sales

**Public workshop · Live online**

**Wednesday 4 November 2026 · 09:30–14:30 GMT · 4 training hours**

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**Workshop focus**

- Acknowledge the objection
- Clarify the buyer's concern
- Answer with evidence
- Close open questions

**SaaS Sales Training**

Practical people skills for tech teams

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# Workshop overview

Practise what to say when a buyer challenges your solution. Rehearse a clear answer, handle a follow-up and bring in the right colleague when a point needs checking.

## Workshop focus

- Acknowledge the objection
- Clarify the buyer's concern
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## Workshop practice

In a group of up to four, you take turns practising situations agreed during your training needs analysis. A peer or your facilitator gives you feedback on what they saw and heard. You try the difficult part again.

## Preparation and follow-up

### Before the workshop

For a manager-sponsored place, we first ask your manager what they want the training to help you do. In a short, private training needs analysis (TNA), you tell us about your product or solution, the people you work with and a conversation or task you want to handle better. You and your facilitator agree what the group can use for practice.

Select two questions or objections buyers raise about your solution. Note your usual response, one fact you can support and one point you would need a colleague to verify.

Bring · Two anonymised buyer questions and any approved, shareable facts you would normally use to answer them.

### After the workshop

Revise your two responses and keep a short question-and-follow-up log. Use your revised responses in two buyer exchanges. Note the concern you uncovered, the evidence you used and any follow-up you owe.

Your individual report assesses clarity, evidence and ownership in the written work, alongside clarification, composure and listening observed during workshop practice. Your 30/60/90-day action plan records 2 behaviours and review points.

# Workshop agenda

| | |
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| 09:30–10:00 | **Respond to an objection in the moment**<br>A peer raises an objection you regularly hear. Give your usual response, listen to how it lands and try your opening sentence again.<br>**Feedback** · The buyer tells you which words acknowledged the concern and which sounded defensive. |
| 10:00–10:45 | **Find out what the buyer means**<br>Ask one clarifying question, listen, then reflect the concern back. Swap roles and repeat with a second question about your solution.<br>**Feedback** · The buyer checks whether you uncovered the reason behind the objection. Observers flag any question that steered the answer. |
| 10:45–11:30 | **Give a concise answer you can support**<br>Handle the objection from your brief in a short buyer call. Answer using a product fact you can substantiate and ask what remains unresolved.<br>**Feedback** · Your observer identifies the fact that addressed the concern and the point where extra detail or an unsupported claim weakened the answer. |
| 11:30–12:30 | **Lunch break**<br>Optional 10-minute 1-to-1 video check-in with your facilitator to review feedback and focus your afternoon practice. |
| 12:30–13:15 | **Hand off a question you cannot verify**<br>Tell the buyer what you can confirm and what needs checking. Brief a peer acting as the colleague who can verify the answer, then agree how you will follow up.<br>**Feedback** · The colleague checks whether the question and its business impact are clear enough to act on. The buyer checks what they can expect next. |
| 13:15–14:00 | **Retry under pressure**<br>Replay the moment when the buyer pressed for certainty. Try a shorter clarification or firmer boundary, then let the buyer challenge your answer.<br>**Feedback** · The buyer compares your two responses for tone and relevance. The facilitator flags promises that exceed your evidence or authority. |
| 14:00–14:30 | **Close the loop with the buyer**<br>Deliver a short follow-up covering the answer, any open point and who will confirm it. Ask the buyer whether their original concern has been resolved.<br>**Feedback** · The buyer identifies any question left unanswered. A peer checks that the owner and follow-up timing are clear and realistic. |

# Free workshop resources

Pick an objection you often hear. Use the checklist to prepare a question that clarifies the concern and evidence that answers it.


Buyer Questions & Objections checklist


Buyer Questions & Objections e-learning

Browse all checklists