

Module Title:
Overcoming Sales Objections in HVAC Service Contract Sales

Target Audience:

Junior sales representatives with less than six months of experience at Heartland Pro HVAC and less than two years of overall sales experience. They are mostly between the ages of 25 and 35, with varying educational backgrounds. They were hired primarily because their work and education profile (and initial testing) indicated potential strengths in sales.

Learning Objectives:

Terminal LOs:

1. Categorize a prospect's initial objection as a Value, Competitive, or Approval concern.
2. Ask questions that refine the understanding of the objection.
3. Apply a response that best addresses the type of objection and moves the conversation toward

Enabling LOs:

1. List the three main objection types.
2. Define the goals for refining questions for each objection type.
3. Articulate the goals for responses to each objection type.

Seat Time: *35 minutes*

Outline:

- Welcome
- Navigation Instruction (optional)
- Introduction with scenario
- Learning Objectives
- Objective 1: Categorize the objection
 - Value Objections
 - Competitive Objections
 - Approval Objections
 - Knowledge check
- Objective 2: Ask refining questions
 - Refining questions for value objections
 - Refining questions for competitive objections
 - Refining questions for approval objections.
 - Knowledge Check.
- Objective 3: Respond
 - Responses for value objections
 - Responses for competitive objections
 - Responses for approval objections
 - Knowledge Check
- Practice Scenario.
- Course Summary
- Course Assessment Introduction.

- Assessment

Fonts:

Montserrat Bold (Headings), Montserrat Semi-Bold (Subheadings, buttons), Source Sans 3 Regular (body)

Color Palette:

Swatch	Use	Color Name	Hex
	Text / Borders	Deep Navy	#17324D
	Buttons / Accents	Cool Service Blue	#2F80B7
	Buttons / Accents	Burnt Copper	#C86B32
	Success	Service Green	#4F7D5A
	Light Background	Off-White	#FFFEFC
	Warning / Failure	Maroon	#8F0000
	Divider / Panel Gray	Steel Gray	#D5D9DC

Module Resources/References:

OvercomingSalesObjectionsFieldSummary.pdf

Provided Assets:

SalesObjectionsAudio.zip contains a folder with all audio files for the course

SalesObjectionsVisualAssets.zip contains a folder with all visuals (logos, avatars, etc.)

Global Comments:

- Slide dimensions: 16:9 ratio, 1280 x 720 resolution
- All content slides (not knowledge checks or quiz slides) will show a custom bottom border:

- Where space permits, the Heartland Pro logo should be displayed in the upper-right. Multiple versions of the logo are provided in the visual assets folder. Content placement overrides the priority for use of the logo.
- Use the modern player in Storyline 360.
- The seekbar will be visible and controllable on all slides and layers, and navigation is assumed to be controlled by the player, except where noted in the storyboard.
- Background: This course is, by choice, using a clean, minimalist aesthetic, so there will be nothing in the background other than the #FFFEFC off-white color from the color palette above.

Slide: 1.1 / Menu Title: Welcome			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Background image: Image of Heartland Pro sales rep sitting across the table from a client. Logo in upper left Course title against off-white background (#FFFEFC) Custom Start and Navigation buttons All text, visual elements, and buttons are present when the slide begins.	[Slide Title] Overcoming Sales Objections In Service Contract Sales [Buttons] Start Course Navigation	(Kim) Welcome to this course on overcoming sales objections in HVAC service contract sales. If you would like instructions on how to navigate this course, please click on the navigation button below. When you are ready to begin, please click on "start course" below.	The start and navigation buttons appear when the slide begins. The Start button will jump to slide 1.3 The Navigation button will jump to the next slide (slide 1.2) Next and Previous buttons are hidden on this slide.
Notes: The narrator, Kim, has not yet been introduced, but her voice will be present in this slide.			

Slide: 1.2 / Menu Title: Navigation			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display Heartland Pro Logo in upper left. Background image: Screenshot of the home screen of the course, with menu on the left and bottom/top navigation elements visible. The screen above the navigation elements	[Slide Title] Navigation Instructions [Captions / Text Labels] Previous and Next Slides Settings Playback Speed Volume	(Kim) The navigation bar for this course can be found under any content slide. To move forward to the next slide, or backward to the previous slide, use the "next" and "previous" arrows. To adjust viewing settings, select the gear icon, and to adjust playback speed, click here. To adjust the volume, click on the	Caption bubbles with text labels will fade in as they are referenced in the audio.

should be partially opaque to allow navigation labels (caption bubbles) to show more clearly. <u>As the slide progresses:</u> Display caption bubbles labeling each of the navigation elements.	Replay Seek Bar Play/Pause Menu Navigation Show/Hide Menu	audio control icon, and to replay a slide's audio or video, press the replay button. The seek bar has a slider that can be adjusted to any point in the audio or video, and you can toggle the play/pause button to pause or continue. You can navigate to specific course slides using the menu on the left, and you can show or hide the menu using the menu icon at the top. When you have finished this slide, press "next" on your navigation bar to continue. button now to begin the course.	
Notes: The narrator, Kim, has not yet been introduced, but her voice will be present in this slide.			

Slide: 1.3 / Menu Title: Introduction			LO:
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title Display the logo in the upper right. Display “Kim”, the sales mentor figure who will narrate the course. She should appear on the left of the slide, and introduce herself and the course. <u>As the Slide Progresses.</u> Display Kim’s support text. Kim will introduce a scenario between Julian, an HVAC sales	[Slide Title] “Overcoming Sales Objections” (In smaller text at top left). “Introduction” in larger, accent color text under the course name. [Kim’s Narration Support Text] “Knowing how to overcome sales objections can help you” “Close sales” “Advance in your career.” [Julian Caption 1]: “So that’s a summary of our HVAC service plans and their benefits. Which one seems like the best fit	(Kim) Hi! I’m Kim. I’m a sales mentor who will be guiding you through this course on overcoming sales objections. This is a key skill that can help you improve sales and advance in your profession. To see the importance of this skill, let’s look in on Julian, an HVAC sales rep, who is in the middle of a sales call. (Julian) “So that’s a summary of our HVAC service plans and their benefits. Which one seems like	Kim’s narration support text will be timed to appear as it is referenced in the voiceover. Julian and Diane’s images should appear on screen when the dialog is introduced. They should each switch between talking and listening poses as the conversation progresses. The caption bubbles should sit between them, changing as they speak. Navigation text should appear on the bottom right in order to direct the user.

rep, and Diane, a potential client. Kim will not utilize caption bubbles, as she is simply a narrator. Use only one image of Kim on this slide, She is facing forward with her hands down. Julian has a number of poses available to choose from as appropriate, they are divided into three categories: Talking, listening, and thinking. Diane has talking and listening poses, and some display her arms crossed for moments when she is not receptive to the conversation. Navigation text will appear.	for your situation?" [Diane Caption 1]: "Well, I appreciate your time, but I just don't think we need a service plan. I'll just call your company if we have any issues." [Julian Caption 2]: Well, Of course we would appreciate that, but these plans are a really good deal, and I'd hate to see you miss out on their benefits. [Diane Caption 2] "Yeah, our budget is pretty limited, I think we'll just call you on an as-needed basis." [Julian Caption 3] "Ok. Well, thank you for your time. Have a great day." [Navigation Text] "click next for more"	the best fit for your situation?" (Diane) "Well, I appreciate your time, but I just don't think we need a service plan. I'll just call your company if we have any issues." (Julian) Well, Of course we'd appreciate that, but these plans are a really good deal, and I'd hate to see you miss out on their benefits. (Diane) "Yeah, our budget is pretty limited, I think we'll just call you on an as-needed basis." (Julian) Ok. Well, thank you for your time. Have a great day." (Kim) It might seem like the client was completely closed to the idea of a service contract, but in reality, there is a set of skills that Julian could have applied to overcome the objections and help the client see the value of an HVAC service contract. Let's explore more.	
Notes:			

Slide: 1.4 / Menu Title: Learning Objectives			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim: Use a different forward facing image than the previous slide. Display the heartland logo in the upper right, and slide title in the upper left. Display a graphic that shows the three step process of the learning objectives (this version has none of the steps highlighted). <u>As the slide progresses:</u> There are three additional versions of the three-step process graphic, one with each of the steps highlighted. Three numbered circle labels (1, 2, and 3) will display next to learning objective text.	[Slide Title] Learning Objectives In this course you will learn how to: [this text is placed above the three step process graphic]. [Learning Objectives] Categorize a prospect's initial objection as a Value, Competitive, or Approval concern. Ask questions that refine the understanding of the objection. Apply a response that best addresses the type of objection and moves the conversation forward.	(Kim) This course will teach you three key skills that you can apply at the moment you encounter an objection in a sales conversation. Specifically, you will learn how to: Categorize a prospect's initial objection as a Value, Competitive, or Approval concern. Ask questions that refine the understanding of the objection, and Apply a response that best addresses the type of objection and moves the conversation toward closing. With these three skills, you will greatly increase your ability to overcome sales objections and close valuable deals.	As Kim introduces each learning objective, two animations should happen. First, the three step process image should change from the initial unhighlighted version to the version that highlights the the right learning objective. Second, The text for each learning objective should appear, with a circle number label (1, 2, or 3), on the left of the text. In the last second of the slide, text should appear at the bottom right stating "Click "next" to continue.
Notes:			

Slide: 1.5 / Menu Title: Part I: Categorize the Objection Type			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim on left facing forward with hands down.. Slide Title. A three tabbed click to reveal area with tabs for: ● Value Objections ● Competitive Objections ● Approval Objections A bordered “reveal” area under the three tabs. The “Remember” icon inside an accent box to hold text. A small green checkmark in a circle (starts in a hidden state) at the top right of each tab. Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Categorize” step highlighted. <u>As the slide progresses:</u> Kim facing forward with hand displaying to the learners right. (calling attention to the tabs). Navigation text on the lower right.	[Slide Title] Overcoming Sales objections Part I: Categorize the objection type [Default text in the reveal area next to the “remember” icon:] Remember: It’s important to listen to and identify the type of objection the client is raising. [Navigation Text] “When you have examined the three objection types, click ‘next’ to continue.”	(Kim) When you are meeting with potential clients and presenting the benefits of an HVAC service plan, it is not uncommon for clients to express objections that seem to stop the conversation. When this happens, it is important to understand the TYPE of objection the client is raising. Click on the tabs to explore the three main types of objections.	Kim flies in from the left (hands down image), and the audio begins. When Kim says “Click on the tabs”, transition her image to direct to the learner’s right, pointing at the tabbed interaction. Tabs have a hover state, and a visited state the same as the normal state. The green check mark will appear on the top right of each tab when they visited. The user will be prevented from visiting the tabs until just before the audio ends on the base layer. The “click next” text should appear in the last second of the timeline of the base layer.

Notes:

Slide: 1.5a / Menu Title: Part I:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: The base layer is visible, so that the only thing that changes visually is the information in the “reveal” area of the tabbed interaction. Display the reveal area header.. <u>As the layer progresses:</u> Three caption bubbles referenced in examples. The “Remember” icon inside an accent box to hold text. .	[Text and captions in the bordered reveal area:] [Reveal area heading] “Concerns about price, cost, or budget.” [Caption 1] “Wow, that’s a lot for a service contract” [Caption 2] “My equipment is newer. I don’t need to pay for a service contract.” [Caption 3] “It sounds good, but we don’t have the budget.” [in accent box next to the “remember” icon] “Remember: The concern really isn’t about price. It’s about value!”	(Kim) The value objection. This is by far the most heard objection in sales. Concern about the price. Listen for anything that has to do with cost, pricing, budget, or overall value. Examples: “Wow, that’s a lot for a service contract” “My equipment is newer. I don’t need to pay for a service contract”, “ A service contract sounds good, but we don’t have the budget”. Though it may seem like these are concerns about price, they are about getting value from the contract. The client needs to see the relationship between the price, and the value they will receive. But first, you will need to ask questions about the clients overall HVAC costs to learn more about the value concern.	As each example is referenced in the narration,, a caption box should appear, showing the related text in a caption. Each caption remains visible in the reveal area until the end of the layer timeline. As the voice reads “Though it may seem..”, the “remember” icon and related text should appear.
Notes:			

Slide: 1.5b / Menu Title: Part I:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base layer is visible, so that the only thing that changes visually is the information in the “reveal” area of the tabbed interaction. Display the reveal area heading. <u>As the layer progresses:</u> Display Two caption bubbles referenced in examples. Display The “Remember” icon inside an accent box to hold text.	[Text in the bordered reveal area:] [Reveal area heading] “The client works with another vendor.” [Caption 1] “We’ve been using ABC company for years” [Caption 2] “XYZ Company installed the system years ago, so we use them for service.” [in accent box next to the “remember” icon] “Remember: This is about trust and relationship. The client will need a reason to switch.	(Kim) The Competitive objection. This comes into play when the client has a relationship with another vendor. Listen for any mention of another service or installation vendor. Some examples are: “We’ve been using ABC company for years.” “XYZ company installed the system years ago, so we use them for the service contract.” The main factors in these objections are trust and relationship. While value is a consideration, especially if the competitor is lower-priced, the real issue is that the client is settled in a relationship and needs a reason to switch. You will need to ask questions to refine your understanding of the relationship between this potential client and the vendor.	As each example is referenced in the narration,, a caption box should appear, showing the related text in a caption. Each caption remains visible in the reveal area until the end of the layer timeline. As the voice reads “The main factors in these objections”, the “remember” icon and its related text should appear.
Notes:			

Slide: 1.5c / Menu Title: Part I:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base layer is visible, so that the only thing that changes visually is the information in the “reveal” area of the tabbed interaction. Display the reveal area heading. <u>As the layer progresses:</u> Two caption bubbles referenced in examples. The “Remember” icon inside an accent box to hold text.	[Text in the bordered reveal area:] [Reveal area heading] “The client works with another vendor.” [Caption 1] “I need to run this by my manager.” [Caption 2] “I need to bring this up at the executive meeting this week.” [in accent box next to the “remember” icon] “Remember: This could just be procedure, or it could be that the client wants a second opinion.”.	(Kim) The Approval Objection. Even when clients are favorable to the idea of a service contract, there might be another decision maker in the mix. Listen for any mention of a need for approval or authorization. Examples: “I need to run this by my manager.” “I need to bring this up at the executive meeting this week.” Unfortunately, clients often don’t reveal these dependencies until later in the conversation. You’ll need to learn more about the approval process before you respond. This may be about a normal approval chain, or it may be that your client wants another set of eyes on the decision. You will need to listen to the objection carefully. Repeat it back to the customer to affirm that you understand it, and prepare to ask further questions.	As each example is referenced in the narration,, a caption box should appear, showing the related text in a caption. Each caption remains visible in the reveal area. As the voice reads “This may be about a normal approval chain”, the “remember” icon and its related text should appear.

Notes:			

Slide: 1.6 / Menu Title: Knowledge Check			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Categorize” step highlighted. Show a stack of objections displays on rectangular shapes in the center toward the top of the screen. These should be stacked on each other slightly offset, so that only the top one is readable, but it is apparent they are a stack. Each objection has a “correct” state with a green background, and an “incorrect” state with a red background. A green arrow will display on the the left of the stack of objections. Its text will display instructions. Three sorting boxes display across the center of the screen, they are labeled “Value Objection”, “Competitive Objection”, and “Approval Objection”. The box underneath each label is tall enough to accommodate three objection	[Slide Title] Knowledge Check Categorize the Objections [Green Arrow Text] “Drag each objection to the correct box below.” [Stacked objection cards:] “I don’t really have budget for a service contract.” “QRS Heating has been servicing our units.” “Any deal like this need to go through the executive team.” “I just spent a lot on repairs. I’m going to hold off.” “We usually call ZYX if we have HVAC issues.” “I need to run this by my accountant.”	(Kim) Let’s take a moment to practice categorizing sales objections. Click and drag each sales objection to the correct category. If you miss any, feel free to try again.	As the slide opens, the green arrow should slowly move in from the left and point at the stack of objections. The user can click and drag each objection to the sorting boxes. The objections dragged will appear below the label for each sorting box, and snap in, fitting the sides evenly. Objections will not overlap as they are dragged into the same box, but rather, they will appear tiled. Upon “Submit” the user will be directed to one of three layers: “correct”, “incorrect”, or “try again” The learner will get two attempts at the knowledge check, before being shown the “Incorrect” layer.

boxes (from above) and just wide enough for each objection rectangle to snap into.			
Notes:			

Slide: 1.6a / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> Instead of the logo on the upper right, display a small version of the “three steps” graphic that shows the “Categorize” step highlighted. A green bordered area should be toward the top of the screen. Within is a green checkbox, the “correct” text, and a green “continue” button. A static image of the three sorting boxes with the correct answers snapped in should display in the button of the screen.	[Success text inside green bordered area] Correct You successfully categorized the objections.	(Kim) “Great job, you successfully categorized the objections. Press continue to learn the next step.”	This layer should display all of its elements at the start of its timeline. The “Next” button is hidden on this slide. The “Continue” button takes the learner to slide 1.7
Notes:			

Slide: 1.6b / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<u>At the start of the layer:</u> Instead of the logo on the upper right, display a small version of the “three steps” graphic that shows the “Categorize” step highlighted. A red bordered area should be toward the top of the screen. Within is a graphic of a red circle with an X in the middle, the “Try Again” text, and a green “Try Again” button. A static image of the three sorting boxes with the correct answers snapped in should display in the button of the screen.	[Try Again text inside red bordered area] Try Again You missed a few. Feel free to review and retry.	(Kim) “Not quite. Please feel free to try again.”	This layer should display all of its elements at the start of its timeline. The “Next” button is hidden on this slide. The “Continue” button returns the learner to the Knowledge Check.
Notes:			

Slide: 1.6c / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer.:</u> Instead of the logo on the upper right, display a small version of the “three steps” graphic that shows the “Categorize” step highlighted. A red bordered area should be toward the top of the screen. Within is a graphic of a red circle with an X in the middle, the incorrect text, and a green “Continue” button.	[Incorrect text inside red bordered area] Incorrect Please review the correct answers below.	(Kim) “Not quite. Please review the correct answers below before you continue.	This layer should display all of its elements at the start of its timeline. The “Next” button is hidden on this slide. The “Continue” button advances the learner to slide 1.7.

A static image of the three sorting boxes with the correct answers snapped in should display in the button of the screen.			
Notes:			

Slide: 1.7 / Menu Title: Asking Refining Questions			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide::</u> Show Kim on left facing forward with hands in front. Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Ask” step highlighted. Show Slide Title <u>As the slide progresses:</u> Display the “Purpose” texts. Display The “Remember” icon next to accent box with “Remember” text.. Show two circles shapes with “1” and “2” to accent the two purposes presented on the slide.	[Slide Title] Overcoming Sales objections Part II: Asking Refining Questions [Sub Header] Refining questions have two key purposes [Purpose 1] They demonstrate you are listening to the potential client. [Purpose 2] They give you more information to form a response. [“Remember” text] “Don’t rush to a response. Ask multiple questions to refine your understanding of the situation.”	(Kim) Refining questions serve two key purposes. They demonstrate that you are listening to the client, and they give you more information to form a response. Note that you may need to ask multiple questions to get the information you need to respond well, but the first insightful question is critical. Each objection type requires different kinds of refining questions. The goal is to gather specific information, and not to respond yet. You will need to formulate the questions spontaneously, but it helps to know the goal for each type of objection.	Kim appears when the slide appears. Fly in the subheader from the right of the screen as the slide begins. As the two purposes are presented, fly in the associated text for each purpose and the circles labeled “1” and “2”. When the narration says “Note that you may need...” fade in the “Remember” icon, box, and associated text.
Notes:			

Slide: 1.8 / Menu Title: Refining Questions for Value Objections			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on left facing forward with hands in front.. Show slide header Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Ask” step highlighted. <u>As the slide progresses:</u> Display the sub header and goal text. Display a second image of Kim directing her hands to the learner’s right, pointing at a click to reveal vertical tab interaction. A large bordered shape will hold the information revealed by three layers. It will have a rectangle header that reads “select an example to view”. Display the “Remember” icon next to accent box to hold text.	[Slide Title] Refining Questions for Value Objections [Sub Header] The goal: [Goal text] Find out what the prospect questions about the service contract’s overall value. [“Remember” text] “The objection isn’t really about price! It’s about whether the spending will yield cost savings.” [Navigation text] “When you have examined these examples, click ‘next’ to continue.”	(Kim) When facing a value objection, the goal of your refining question is to find out what specifically the prospect questions about the contract’s overall value. They might think their objection is price, but it is actually about whether their spending will yield an overall cost savings. Take a moment to listen to hear how Charles, an HVAC sales rep, asks refining questions when he’s met with several objections. Click on the button for each example.	Kim appears when the slide appears. Fade in the subheader and the text when the narration says “the goal of your refining question..” Fade in the “remember” icon, box, and text when the narration says “They might think..” Fade out the subheader, text, and “remember” items when the narration says “Take a moment to listen..” Fade in the vertical tab click to reveal interaction: the bordered shape for text with its header, the three tabs, and the image of Kim pointing to the right. Prevent the learner from clicking on the tabs until the narration says “Click on the button..” Within the last second of the

Three clickable tabs intersect the left side of the bordered shape. They are labeled “Example 1”, “Example 2”, and “Example 3”. The tabs have a normal hover state. The visited state is the same as the normal state, but will be used to trigger the display of checkboxes at the top right of each tab. A green checkbox is placed on the upper right of each of the three tabs. It begins hidden. Display the navigation text.			slide’s timeline, display the “navigation text”.
Notes:			

Slide: 1.8a / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Show the reveal area header text In the reveal area, show a picture of Charles speaking to the client, with room for captions to display. <u>As the layer progresses:</u>	[Reveal area header] Example 1 [Client objection caption] “That’s a lot for a service contract!” [Refining question caption] “I understand. May I ask: when you say the price is high, are you comparing it to something specific, or is it more about	(Kim) The client has just expressed a value objection: “That’s a lot for a service contract!” Charles asks a refining question: (Charles) “I understand. May I ask, when you say the price is high, are you comparing it to something specific, or is it more about whether the contract is worth it	The client’s objection caption appears as the narration voices it. The refining question caption appears when Charles asks the refining question. The “This works because...” explanation text fades in as the narration explains why the question works.

Display Two caption bubbles that hold the client's objection and Charles's refining question. A text area holds the "This works because..." explanation.	whether the contract is worth it for your situation?" [Explanation text] This works because the price objection is very general. The sales rep needs to find out more about what's driving this perception.	for your situation?" (Kim) This is a good question because the price objection is very general. The sales rep needs to find out more about what's driving this perception.	Each caption remains visible in the reveal area to the end of the layer timeline.
Notes:			

Slide: 1.8b / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of the tabbed interaction changes. In the reveal area, show a picture of Charles speaking to the client, with room for captions to display. Display the reveal area header. <u>As the layer progresses:</u> Two caption bubbles hold the client's objection and Charles's refining question. A rectangle at the bottom of the reveal area holds the "This works because..." explanation.	[Reveal area header] Example 2 [Client objection caption] "My equipment is newer. I don't need a service contract." [Refining question caption] "I see. Do you currently get your units serviced seasonally to prevent repairs?" [Explanation text] This works because it's important to understand if and how much the client pays for regular maintenance. This will help to better position the service contract.	(Kim) The client's objection is, "My equipment is newer. I don't need a service contract." Charles responds with, (Charles) "I see. Do you currently get your units serviced seasonally to prevent repairs?" (Kim) This question works because it is important to understand if and how much the client pays for regular maintenance, in order to better position the service contract.	The client's objection caption appears as the narration voices it. The refining question caption appears when Charles responds. The "This works because..." explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area to the end of the layer timeline.

Notes:

Slide: 1.8c / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of the tabbed interaction changes. In the reveal area, show a picture of Charles speaking to the client, with room for captions to display. Display the reveal area header. <u>As the layer progresses:</u> Two caption bubbles hold the client's objection and Charles's refining question. A rectangle at the bottom of the reveal area holds the "This works because..." explanation.	[Reveal area header] Example 3 [Client objection caption] "A service contract sounds good, but we just don't have the budget." [Refining question caption] "I understand. Can you tell me about how much you typically spend in a year on HVAC repairs and maintenance?" [Explanation text] This works because understanding how much the company spends on HVAC maintenance and repairs helps position the service contract.	(Kim) The client says, "A service contract sounds good, but we just don't have the budget." Charles replies, (Charles) "I understand. Can you tell me about how much you typically spend in a year on HVAC repairs and maintenance?" (Kim) This question works because the company is likely spending something on HVAC maintenance and repair. Understanding that amount will help you position the value of the service contract.	The client's objection caption appears as the narration voices it. The refining question caption appears when Charles replies. The "This works because..." explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area until the end of the timeline.
Notes:			

Slide: 1.9 / Menu Title: Refining Questions for Competitive Objections			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on the left facing forward with hands in front. Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Ask” step highlighted. The slide title is displayed. <u>As the slide progresses:</u> Goal sub header and goal text display. A second image of Kim appears on the left, pointing to the learner’s right at the click-to-reveal interaction. A large bordered shape holds the information revealed by two example layers. It has a rectangle header that reads “Select an example to view:”.	[Slide Title] Overcoming Sales Objections Refining Questions for Competitive Objections [Goal sub header] The goal: [Goal text] Find where the prospect may be less than fully satisfied with their current vendor, or where Heartland Pro might be differentiated from that vendor. [Reveal area header] Select an example to view: [Tabs] Example 1 Example 2 [Navigation text] When you have examined these examples, click “next” to continue.	(Kim) When met with a competitive objection, your goal in asking refining questions should be to find where the client may be less than fully satisfied with their current vendor, or where Heartland Pro might be differentiated from that vendor. This will require asking questions about their satisfaction level with their current vendor, and learning more about the services that the vendor provides. Take a moment to hear Mira ask refining questions as she faces some competitive objections in her sales calls.	Kim appears when the slide appears. Fade in the subheader and the goal text when the narration says “your goal in asking refining questions...”. Fade out the subheader and goal text as the narration says “Take a moment to hear Mira...”. Then fade in the click-to-reveal interaction: the bordered shape with its “Select an example to view:” header and the two tabs. Transition Kim to the image pointing to the learner’s right as she directs the learner to the examples. Prevent the learner from clicking on the tabs until the interaction appears near the end of the base-layer timeline.

Two clickable tabs intersect the left side of the bordered shape. They are labeled “Example 1” and “Example 2”. The tabs have a normal hover state. The visited state is the same as the normal state, but will be used to trigger the display of a checkmark at the top right of each tab. A green checkbox is placed on the upper right of each of the two tabs. It begins hidden.			Tabs have a hover state, and a visited state that is the same as the normal state. The green checkmark appears at the top right of each tab when it is visited. The “click ‘next’” text appears as the interaction becomes available.
Notes:			

Slide: 1.9a / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of the tabbed interaction changes. Display an image of the sales rep, Mira, at a table, across from a client. <u>As the layer progresses:</u> Two caption bubbles hold the client’s objection and Mira’s refining question. A text area holds the “This works because...” explanation.	[Reveal area header] Example 1 [Client objection caption] “We’ve been using ABC company for years.” [Refining question caption] “I understand. How long have you been with them, and is there anything about your current service you’d want to improve if you could?” [Explanation text] This works because uncovering points of improvement provides an opportunity to differentiate Heartland Pro’s service contracts.	(Kim) The client has just expressed a competitive objection: “We’ve been using ABC Company for years.” Mira replies, (Mira) “I understand. How long have you been with them, and is there anything about your current service you’d want to improve if you could?” (Kim) This works because uncovering potential points of improvement with the current vendor gives you an opportunity to differentiate Heartland Pro’s service contracts.	The client’s objection caption appears as the narration voices it. The refining question caption appears when Mira replies. The “This works because...” explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area.
Notes:			

--

Slide: 1.9b / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of the tabbed interaction changes. Display an image of the sales rep, Mira, at a table, across from a client. Show the “reveal area header” <u>As the layer progresses:</u> Two caption bubbles hold the client’s objection and Mira’s refining question. A text area holds the “This works because...” explanation.	[Reveal area header] Example 2 [Client objection caption] “XYZ company installed the system years ago, so we use them for the service contract.” [Refining question caption] “I understand. Does the service contract include seasonal maintenance and a discount on repairs?” [Explanation text] This works because understanding the features of the competitor’s service helps the sales rep differentiate Heartland Pro’s contract.	(Kim) The client says, “XYZ company installed the system years ago, so we used them for the service contract.” Mira replies, (Mira) “I understand. Does the service contract include seasonal maintenance and a discount on repairs?” (Kim) This is a helpful question because understanding the features of the competitor’s service contract will give you the information you need to differentiate Heartland Pro’s service contract.	The client’s objection caption appears as the narration voices it. The refining question caption appears when Mira replies. The “This works because...” explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area.
Notes:			

Slide: 1.10 / Menu Title: Refining Questions for Approval Objections			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on the left facing forward with hands in front.	[Slide Title] Overcoming Sales Objections Refining Questions for Approval	(Kim) When asking refining questions after an approval objection, your goal is to discover	Kim appears when the slide appears.

Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Ask” step highlighted. <u>As the slide progresses:</u> Display the “Remember” icon next to an accent box to hold text. A second image of Kim appears on the left, pointing to the learner’s right at the click-to-reveal interaction. A large bordered shape holds the information revealed by two example layers, with a rectangle header that reads “Select an example to view:”. Two clickable tabs intersect the left side of the bordered shape, labeled “Example 1” and “Example 2”. The tabs have a normal hover state; the visited state matches the normal state but triggers a checkmark at the top right of each tab. A green checkbox is placed on the upper right of each of the two tabs. They begins hidden.	Objections [Sub Header] The goal: [Goal text] Discover whose approval is needed and what their priorities are (price, response speed, etc.). [“Remember” text] Remember: Eventually, you will want to either meet with the other decision maker, or send relevant information with your contact. [Reveal area header] Select an example to view: [Tabs] Example 1 Example 2 [Navigation text] When you have examined these examples, click “next” to continue.	whose approval is needed and what their priorities are. Eventually, you will want to either meet with the other decision maker or send relevant information with your contact. Click on these examples to see how Diego, an HVAC sales rep, handles some approval objections.	Fade in the subheader and goal text when the narration says “your goal is to discover whose approval is needed...”. Fade in the “Remember” icon, box, and text when the narration says “Eventually, you will want to either meet with the other decision maker...”. Fade out the subheader, goal text, and “Remember” items as the narration says “Click on these examples...”. Then fade in the click-to-reveal interaction: the bordered shape with its header and the two tabs. Transition Kim to the image pointing to the learner’s right as she directs the learner to the examples. Prevent the learner from clicking on the tabs until the interaction appears. The green checkmark appears at the top right of each tab when it is visited. The “navigation text” text appears as the interaction becomes available.
Notes:			

Slide: 1.10a / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of the tabbed interaction changes. Display an image of the sales rep, Diego, at a meeting table across from a client. <u>As the layer progresses:</u> Two caption bubbles hold the client's objection and Diego's refining question. A text area holds the "This works because..." explanation.	[Reveal area header] Example 1 [Client objection caption] "I need to bring this up at the executive meeting this week." [Refining question caption] "Sure. Can you tell me who will be in that conversation, and what you think will matter most to them?" [Explanation text] This works because finding out what matters to the executive committee helps the sales rep tailor a proposal to send with the client.	(Kim) While meeting with a client, Diego encounters an approval objection, when the client says that she will need to bring this up at the executive meeting this week. Diego responds, (Diego) "Sure. Can you tell me who will be in that conversation, and what you think will matter most to them?" (Kim) This is an effective refining question, because finding out what will matter most to the executive committee means that he can tailor a proposal and send it to the meeting with his client contact.	The client's objection caption appears as the narration voices it. The refining question caption appears when Diego responds. The "This works because..." explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.10b / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Only the content in the reveal area of	[Reveal area header] Example 2 [Client objection caption]	(Kim) As Diego has brought the conversation to the point of decision, the client says, "I need to run this by Sarah, my	The client's objection caption appears as the narration voices it. The refining question caption

the tabbed interaction changes. Display an image of the sales rep, Diego, at a meeting table across from a client. <u>As the layer progresses:</u> Two caption bubbles hold the client's objection and Diego's refining question. A text area holds the "This works because..." explanation.	"I need to run this by my manager." [Refining question caption] "Very good. What do you think her priorities will be in a decision like this?" [Explanation text] This works because before asking for a meeting, the sales rep should discover how to best position the value of the service contract to the decision maker.	manager."Diego replies, (Diego) "Very good. What do you think her priorities will be in a decision like this?" (Kim) This works because, although Diego plans to ask to meet the manager, he should first discover how to best position the value of the service contract to the manager.	appears when Diego replies. The "This works because..." explanation text fades in as the narration explains why the question works. Each caption remains visible in the reveal area to the end of the layer timeline.
Notes:			

Slide: 1.11 / Menu Title: Knowledge Check			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo stamp in the upper right. Display a container rectangle to house the questions and the answer options. The question is presented in a text area toward the top of the rectangle.	[Slide Title] Knowledge Check [Question] You've identified that the client has a value objection: "I don't think we have the budget for that". Which of the following questions would best meet the goal of finding out what they question about the value? [Answer choices]	(Kim) Let's take a moment to check your knowledge of refining questions. Please read the objection below and choose the best refining question to ask.	All elements display from the start of the slide. The learner selects one answer and presses "Submit". Upon "Submit" the learner is directed to one of three layers: "Correct", "Try Again", or "Incorrect". A correct answer takes the learner to the "Correct" layer (slide 1.11a).

Three answer choices are displayed as selectable (single-select) options below the question.	“I understand. Would you like to see if there is any way I can discount this for you?” “I see, but we have some of the best technicians and a great reputation. I know we can serve you well.” “I understand. To see if this is worth your time, may I ask what your company has spent over the last three years on HVAC repairs and maintenance?” (Correct)		The learner gets two attempts at the knowledge check. On the first incorrect answer, the “Try Again” layer (slide 1.11b) is shown and the learner is returned to the question. On the second incorrect answer, the “Incorrect” layer (slide 1.11c) is shown.
Notes:			

Slide: 1.11a / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the Heartland Pro HVAC logo in the upper right. A green-bordered area toward the top of the screen contains a green checkmark, the “Correct” text, and a green “Continue” button.	[Success text inside green bordered area] Correct. To demonstrate the value, you’ll need to find out what their current HVAC expenses are.	“Correct. Finding out about the client’s HVAC expenses will help you position the value of the service contract.”	This slide displays all of its elements from the start of the slide. The “Next” button is hidden on this slide. The “Continue” button advances the learner to slide 1.12.
Notes:			

Slide: 1.11b / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the Heartland Pro HVAC logo stamp in the upper right. A red-bordered area toward the top of the screen contains a red circle with an X, the “Incorrect” text, and a green “Try Again” button.	[Try Again text inside red bordered area] Incorrect Incorrect. To demonstrate the value, you’ll need to find out more about their current HVAC spending.	“Incorrect. Please review the feedback below and try again.”	This slide displays all of its elements from the start of the slide. The “Next” button is hidden on this slide. The “Try Again” button returns the learner to the Knowledge Check (slide 1.11).
Notes:			

Slide: 1.11c / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the Heartland Pro HVAC logo stamp in the upper right. A red-bordered area toward the top of the screen contains a red circle with an X, the “Incorrect” text, and a green “Continue” button.	[Incorrect text inside red bordered area] Incorrect Incorrect. To demonstrate the value, you’ll need to find out more about their current HVAC spending.	“Incorrect. Please review the feedback below before you continue.”	This slide displays all of its elements from the start of the slide. The “Next” button is hidden on this slide. The “Continue” button advances the learner to slide 1.12.
Notes:			

Slide: 1.12 / Menu Title: Part 3: Applying a response			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u>	[Slide Title]	(Kim) You’ve heard the objection	Kim and the slide title, and three-

Kim appears on the left facing forward with hands at her side Display slide title. Instead of the logo on the upper right, place a small version of the “three steps” graphic that shows the “Respond” step highlighted. <u>As the slide progresses:</u> Show the Response Sub Header, the Goal 1 and Goal 2 text. Display the “Remember” icon next to an accent box to hold text. Two numbered items (1 and 2) present the two goals of a response.	Overcoming Sales Objections Part 3: Applying a Response [Response Sub Header] Responses have two goals [Goal 1 Text] 1. To defuse and overcome the objection to the client’s satisfaction. [Goal 2 Text] 2. To move the conversation toward closing the sale. [“Remember” Text] Remember: This requires spontaneous, tactical thinking, but knowing the goals for each objection type helps.	and identified the type of objection. You’ve asked refining questions to learn more about the objection. Now it is time to formulate a response. The purpose of your response is to defuse the objection, addressing it to your client’s satisfaction, and advance the conversation toward closing the sale. There is no set formula for your response; it requires tactical, spontaneous thinking. However, the response is easier to form when you know the response’s goal for each objection type. Click “next” to learn about these goals.	step graphic appear when the slide begins. Fade in the “Responses have two goals” subheader as the narration reaches the purpose of the response. Fade in Goal 1 when the narration says “to defuse the objection...”. Fade in Goal 2 when the narration says “advance the conversation toward closing the sale...”. Fade in the “Remember” icon, box, and text when the narration says “it requires tactical, spontaneous thinking...”.
Notes:			

Slide: 1.13 / Menu Title: Applying a response			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on the left with hands to the side. Instead of the logo on the upper right, place a small version of the three steps graphic that shows the “Respond” step highlighted.	[Slide Title] Overcoming Sales Objections Respond to Value Objections [Sub Header] The goal [Goal text] Help the client see the VALUE of	(Kim) The goal of your response to a value objection is to help the client reframe their thinking about cost by seeing the value of the service contract. Service contracts keep equipment in top shape and save money on repairs. They also	Kim appears when the slide appears. Fade in the goal statement and the two key benefits as the narration describes them. Fade in the “Remember” icon, box, and text as the narration

Display the sub header. <u>As the slide progresses:</u> Display the goal text. Display the two key benefits of service contracts. Display the “Remember” icon next to an accent box to hold text. Display a bordered reveal area with a header that reads “Select an example to view:”. Three clickable numbered circle tabs (1, 2, 3) intersect the reveal area. They have hover states. They also have visited states that are the same as their normal state, but used to control the appearance of a green checkmark at the top right of each tab when it is visited. The green checkmarks begin in a hidden state.	the service contract as greater than the cost. [Two key benefits of service contracts:] They keep equipment in top shape and save money on repairs. They provide discounts should repairs be necessary. [“Remember” text] Remember: It’s about VALUE, not cost. [Reveal area header] Select an example to view: [Navigation text] When you have examined these examples, click “next” to continue.	provide discounts should repairs be necessary. You need to help the customer see the value of these benefits as larger than the cost. Let’s observe Charles as he responds to three different value objections.	says “see the value of these benefits as larger than the cost...”. Fade out the goal and benefit items and reveal the numbered tab interaction as the narration says “Let’s observe Charles...”. Prevent the learner from clicking the tabs until the interaction appears. The green checkmark appears at the top right of each tab when it is visited. The navigation text appears when the interaction becomes available.
Notes:			

Slide: 1.13a / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: The base-layer objects that were present at the end of the base-layer timeline remain visible.	[Reveal area header] Example 1 [Initial Objection] “Wow, that’s a lot for a service	(Kim) The client’s initial value objection was, “Wow, that’s a lot for a service contract.” Refining questions revealed that the client	The initial objection and the refining-question findings appear as the narration recaps the scenario.

Display the reveal area header. Display the image showing Charles at the sales table with a client. <u>As the layer progresses:</u> In the reveal area, display the captions for the initial objection, what the refining questions revealed, and Charles's response. Display a rectangle with a short explanation of why the response works.	contract!" [Refining Questions Revealed] A history of expensive repairs. The client doesn't want to add to these expenses. [Response] "I understand you've spent a lot on repairs, but the maintenance provided by our service contracts can prevent many of these expenses. Even if repairs are needed, you'd get a 25% discount. Our service contract would have saved you \$3,000 in costs last year and likely prevented some of these repairs." [Explanation text] This works because the response helps the customer see the value in our preventive care and labor discounts, especially since the customer has had significant recent repair costs.	has had several expensive repairs and sees the maintenance cost as being in addition to repairs. Charles responds, (Charles) "I understand you've spent a lot on repairs, but the maintenance provided by our service contracts can prevent many of these expenses. Even if repairs are needed, you'd get a 25% discount. Our service contract would have saved you \$3,000 in costs last year and likely prevented some of these repairs." (Kim) This response works because it helps the customer see the value in preventive care and in the labor discounts that our service contracts provide. This is especially effective as the customer has had significant repair costs over the past three years.	Charles's response appears in the reveal area as it is voiced. The "This works because..." explanation fades in as the narration explains why the response works. Each element remains visible in the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.13b / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: The base-layer objects that were present at the end of the base-layer timeline remain visible.	[Reveal area header] Example 2 [Initial Objection] "My equipment is newer. I don't	(Kim) The client's initial response was, "My equipment is newer, I don't need to pay for a service contract." Refining questions	The initial objection text and the refining-question findings appear as the narration recaps the scenario.

Display the reveal area header. Display the image showing Charles at the sales table with a client. <u>As the layer progresses:</u> In the reveal area, display the captions for the initial objection, what the refining questions revealed, and Charles's response. Display a rectangle at the bottom of the reveal area with a short explanation of why the response works.	need to pay for a service contract." [Refining Questions Revealed] The newer systems are not being regularly maintained. [Response Caption] "Your systems are newer, but they can age quickly without proper maintenance. Our service contracts include seasonal cleaning, tuning, and recharging. You've had an extended period of no repairs, but to keep it that way, your systems need to be maintained." [Explanation text] This works because it helps the customer see the value that preventative care has in extending the life of his HVAC systems, even though they are newer.	revealed that he has not been regularly maintaining these newer systems. Charles responds, (Charles) "Your systems are newer, but they can age quickly without proper maintenance. Our service contracts include seasonal cleaning, tuning, and recharging. You've had an extended period of no repairs, but to keep it that way, your systems need to be maintained." (Kim) This response is effective because it helps the customer see the value that preventative care has in extending the life of his HVAC systems, even though they are newer.	Charles's response caption appears in the reveal area as it is voiced. The "This works because..." explanation rectangle fades in as the narration explains why the response works. Each element remains visible in the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.13c / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. Display the reveal area header. <u>As the layer progresses:</u>	[Reveal area header] Example 3 [Initial Objection] "A service contract sounds good, but we don't have the budget."	(Kim) The client's initial response was, "A service contract sounds good, but we don't have the budget." Refining questions revealed that there have been several unbudgeted, costly repairs over	The initial objection and the refining-question findings appear as the narration recaps the scenario. Charles's response appears in a caption as it is voiced.

In the reveal area, display captions for the initial objection, the refining questions summary, and Charles's response. Display a rectangle at the bottom of the reveal area with short explanation of why the response works.	[Refining Questions Revealed] There have been several costly, unbudgeted repairs over the last three years. [Response] “Budgeting for maintenance helps prevent costly unexpected repairs, and our 25% discount on labor reduces unplanned expenses. It will actually be easier to budget and predict expenses if you have a service plan.” [Explanation text] This works because the response demonstrates that a service contract is consistent with good budgeting, as it delivers predictable value.	the last three years. Charles responds, (Charles) “Budgeting for maintenance helps prevent costly, unexpected repairs, and our 25% discount on labor reduces unplanned expenses. It will actually be easier to budget and predict expenses if you have a service plan.” (Kim) This response is effective because it demonstrates that a service contract is consistent with good budgeting, as it delivers predictable value.	The “This works because...” explanation fades in as the narration explains why the response works. Each element remains visible in the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.14 / Menu Title: Responding to Competitive Objections			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on the left with hands to the side. Instead of the logo on the upper right, place a small version of the three steps graphic that shows the “Respond” step highlighted. Display the sub header. <u>As the slide progresses:</u>	[Slide Title] Overcoming Sales Objections Responding to Competitive Objections [Sub Header] The goal [Goal text] Help the client see the difference between Heartland Pro HVAC and their present service	(Kim) The goal of a response to a competitive objection is to help the client see the points of differentiation between Heartland Pro HVAC and their present HVAC provider. They need to see how switching to Heartland Pro can provide better value for them than their current vendor. Look at some examples to see how Mira	Kim appears when the slide appears. Fade in the goal statement as the narration describes it. Fade in the “Remember” icon, box, and text as the narration says the client must see better value from Heartland Pro than their current vendor.

Display the goal text. Display the “Remember” icon next to an accent box to hold text. Display a bordered reveal area with a header that reads “Select an example to view:”. Two clickable numbered circle tabs (1, 2) intersect the reveal area. They have hover states, and visited states that match the normal state but control a green checkmark at the top right of each tab. The green checkmarks begin in a hidden state.	provider. [“Remember” text] Remember: You must demonstrate better VALUE than the competition. [Reveal area header] Select an example to view: [Navigation text] When you have examined these examples, click “next” to continue.	responds to competitive objections after asking some refining questions.	Fade out the goal and remember items and reveal the numbered tab interaction as the narration says “Look at some examples...”. Prevent the learner from clicking the tabs until the interaction appears. The green checkmark appears at the top right of each tab when it is visited. The navigation text appears as the interaction becomes available.
Notes:			

Slide: 1.14a / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. In the reveal area, show an image of the sales rep, Mira, speaking with the client. Display the reveal area header. <u>As the layer progresses:</u> In the reveal area, display caption shapes for the the initial	[Reveal area header] Example 1 [Initial Objection] “We’ve been using ABC company for years.” [Refining Questions Revealed] Delayed repairs. Difficulty getting parts. [Response] “Heartland Pro guarantees same-day service. We also keep a huge	(Kim) The client’s initial objection was, “We’ve been using ABC Company for years.” Refining questions, however, revealed that some repairs with this provider stretched into two or three days because of parts orders. Mira responds, (Mira) “Heartland Pro guarantees same-day service. We also keep a huge inventory of parts to	The initial objection and the refining-question findings appear as the narration recaps the scenario. Mira’s response appears a caption as it is voiced. The “This works because...” rectangle with the explanation fades in as the narration explains why the response works. Each element remains visible in

objection, what the refining questions revealed, and Mira's response. A rectangle at the bottom of the reveal area will show a short explanation of why the response works.	inventory of parts to prevent delays. Waiting on HVAC repairs can disrupt your business. Our service contracts give the peace of mind that problems will either be noticed in advance or repaired within hours." [Explanation text] This works because the response builds a convincing case that Heartland Pro differentiates from the present vendor on service time.	prevent delays. Waiting on HVAC repairs can disrupt your business. Our service contracts give the peace of mind that problems will either be noticed in advance or repaired within hours." (Kim) This response works because it builds a convincing case that Heartland Pro differentiates from the present vendor on service time.	the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.14b / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. In the reveal area, show an image of the sales rep, Mira, speaking with the client. Display the reveal area header. <u>As the layer progresses:</u> In the reveal area, display captions for the initial objection, the refining questions summary,	[Reveal area header] Example 2 [Initial Objection] "XYZ company installed the system years ago, so we use them for the service contract." [Refining Questions Revealed] The competitor maintains the systems, but does not offer a discount on repairs. [Response]	(Kim) Initially, the client's objection was, "XYZ company installed the system years ago, so we used them for the service contract." Refining questions revealed that the competitor performs maintenance but does not offer a discount on repairs. Mira responds, (Mira) "Heartland Pro service contracts provide great maintenance as	The initial objection and the refining-question findings appear as the narration recaps the scenario. Mira's response appears in the reveal area as it is voiced. The "This works because..." explanation fades in as the narration explains why the response works. Each element remains visible in

and Mira's response. A rectangle at the bottom of the reveal area will house a short explanation of why the response works.	"Heartland Pro service contracts provide great maintenance as well. The difference is that we offer a 25% discount on labor costs when things break. That's a significant savings." [Explanation text] This works because the response shows differentiation from the competitor on an important feature, making the case for switching vendors.	well. The difference is that we offer a 25% discount on labor costs when things break. That's a significant savings." (Kim) This is a good response because it differentiates from the competitor on an important feature, making the case for switching vendors.	the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.15 / Menu Title: Responding to Approval Objections			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears on the left with hands to the side. Instead of the logo on the upper right, place a small version of the three steps graphic that shows the "Respond" step highlighted. Display the sub header. <u>As the slide progresses:</u> Display the goal text. Display the "Remember" icon next to an accent box to hold text.	[Slide Title] Overcoming Sales Objections Responding to Approval Objections [Sub Header] The goal for an approval response is to either: [Goal 1] 1. Arrange to meet with the decision makers. [Goal 2]	(Kim) The primary goal in responding to an approval objection is to get permission to meet with the additional decision makers. If this is not possible, you need to equip your contact with the information needed to demonstrate the value of the service contract to the decision makers. Let's listen to Diego respond to some approval objections.	Kim appears when the slide appears. Fade in Goal 1 and Goal 2, with their numbered circle labels, as the narration describes the two aims of an approval response. Fade out the goal items and reveal the numbered tab interaction as the narration says "Let's listen to Diego...". Prevent the learner from clicking

Display a bordered reveal area with a header that reads “Select an example to view:”. Two clickable numbered circle tabs (1, 2) intersect the reveal area. They have hover states, and visited states that match the normal state but control a green checkmark at the top right of each tab. The green checkmarks begin in a hidden state.	2. Get information to the decision makers that demonstrates the value of a service contract. [Reveal area header] Select an example to view: [Navigation text] When you have examined these examples, click “next” to continue.		the tabs until the interaction appears. The green checkmark appears at the top right of each tab when it is visited. The navigation text appears as the interaction becomes available.
Notes:			

Slide: 1.15a / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> The base-layer objects that were present at the end of the base-layer timeline remain visible. In the reveal area, show an image of the sales rep, Diego, speaking with the client. Display the reveal area header. <u>As the layer progresses:</u> In the reveal area, display caption shapes for the the initial objection, what the refining questions revealed, and Diego’s	[Reveal area header] Example 1 [Initial Objection] “I need to bring this up at the executive meeting this week.” [Refining Questions Revealed] The attendees are the owner and functional managers. They value reliability over price. [Response] “I’d be happy to meet with your leadership to show them the value of the service contract and	(Kim) The client initially seemed favorable to the service contract, but stated, “I need to bring this up at the executive meeting this week.” Refining questions revealed that the attendees are the owner and functional managers, and that they are concerned about reliability over price. Diego responds, (Diego) “I’d be happy to meet with your leadership to show them the value of the service contract and	The initial objection and the refining-question findings appear in captions as the narration recaps the scenario. Diego’s response appears in a caption in the reveal area as it is voiced. The “This works because...” explanation rectangle fades in as the narration explains why the response works. Each element remains visible in the reveal area until the end of

response. A rectangle at the bottom of the reveal area will show a short explanation of why the response works.	present our track record of service.” (If the meeting is declined:) “No problem. Can I send a summary of the benefits and our service record? This can help your team make an informed decision.” [Explanation text] This works because, even if a meeting with the leadership team is not possible, the contact has agreed to present the sales case through a document the sales rep provides.	present our track record of service.” (Kim) The client states that this is not possible, so Diego offers another response, (Diego) “No problem. Can I send a summary of the benefits and our service record? This can help your team make an informed decision.” (Kim) This works because, even if a meeting with the leadership team is not possible, the contact has agreed to present the sales case through a document the sales rep provides.	the layer timeline.
Notes:			

Slide: 1.15b / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: The base-layer objects that were present at the end of the base-layer timeline remain visible. In the reveal area, show an image of the sales rep, Diego, speaking with the client.	[Reveal area header] Example 2 [Initial Objection] “I need to run this by my manager.” [Refining Questions Revealed] The manager is price and value	(Kim) The client initially stated, “I need to run this by my manager.” Refining questions revealed that the manager is price and value sensitive. Diego responds, (Diego) “I’d be happy to meet with you	The initial objection and the refining-question findings appear in captions as the narration recaps the scenario. Diego’s response appears in a caption in the reveal area as it is voiced.

Display the reveal area header. <u>As the layer progresses:</u> In the reveal area, display caption shapes for the the initial objection, what the refining questions revealed, and Diego's response. A rectangle at the bottom of the reveal area will show a short explanation of why the response works.	sensitive. [Response] "I'd be happy to meet with you and your manager to demonstrate the value of a service contract." [Explanation text] This works because it takes the burden of convincing the manager off of the client contact, and lets the sales rep personally build the value case.	and your manager to demonstrate the value of a service contract." (Kim) This response is helpful because it takes the burden of selling the manager off of the client contact and lets the sales rep personally build the value case.	The "This works because..." explanation rectangle fades in as the narration explains why the response works. Each element remains visible in the reveal area until the end of the layer timeline.
Notes:			

Slide: 1.16 / Menu Title: Knowledge Check			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question. A "Submit" button is displayed at	[Slide Title] Knowledge Check [Question] Your client has expressed an approval objection. When asked, he says that the COO must approve the contract. Which of the following is the best response? [Answer choices] "I understand, but is COO approval really a hard requirement?" "I'd be happy to talk your COO through the value of the contract	(Kim) Let's take a moment to check your knowledge about forming responses. Please read the question below and choose the best response to give the client.	All elements display from the start of the slide. The learner selects one answer and presses "Submit". Upon "Submit" the learner is directed to one of three layers: "Correct", "Try Again", or "Incorrect". A correct answer takes the learner to the "Correct" layer (slide 1.16a). The learner gets two attempts. On the first incorrect answer, the "Try Again" layer (slide 1.16b) is

the bottom of the rectangle.	and answer any questions. Is there a good time for us to meet?" (Correct) "Very good. Please let me know what your COO says. When you are ready to move forward, give me a call."		shown and the learner is returned to the question. On the second incorrect answer, the "Incorrect" layer (slide 1.16c) is shown.
Notes:			

Slide: 1.16a / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: Display the Heartland Pro HVAC logo in the upper right. A green-bordered area toward the top of the screen contains a green checkmark, the "Correct" text, and a green "Continue" button.	[Correct Text] Correct. Your primary goal is to get a meeting with the decision maker to demonstrate the value of a service contract.	"Correct. Getting a meeting with the decision maker is always the primary goal in an approval objection."	This layer displays all of its elements at the start of its timeline. The "Next" button is hidden on this layer. The custom "Continue" button advances the learner to slide 1.17.
Notes:			

Slide: 1.16b / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
At the start of the layer: Display the Heartland Pro HVAC logo in the upper right.	[Try Again Text] Incorrect. A better strategy is to try to get a meeting with the	"Incorrect. Please review the feedback below and try again."	This layer displays all of its elements at the start of its timeline.

A red-bordered area toward the top of the screen contains a red circle with an X, the “Incorrect” text, and a green “Try Again” button.	decision maker to demonstrate the value of a service contract.		The “Next” button is hidden on this layer. The custom “Try Again” button returns the learner to the Knowledge Check (slide 1.16).
Notes:			

Slide: 1.16c / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> Display the Heartland Pro HVAC logo in the upper right. A red-bordered area toward the top of the screen contains a red circle with an X, the “Incorrect” text, and a green “Continue” button.	[Incorrect Text] The correct answer is: “I’d be happy to talk your COO through the value of the contract and answer any questions. Is there a good time for us to meet?”	“Incorrect. Please review the feedback below before you continue.”	This layer displays all of its elements at the start of its timeline. The “Next” button is hidden on this layer. The “Continue” button advances the learner to slide 1.17.
Notes:			

Slide: 1.17 / Menu Title: Practice Scenario			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> The slide title appears in the upper left. Kim appears on the left to	[Slide Title] Overcoming Sales Objections Practice Scenario [Julian caption]	(Kim) Let’s get some practice applying the three skills we’ve learned. Let’s revisit Julian’s sales call and help him overcome the sales	Kim gives her introduction as the opaque box lightly obscures Julian and Diane. The opaque box disappears as

introduce the scenario. Julian, a sales rep, and Diane, a potential client, stand across from each other on the right (Julian faces right, and Diane left).. Julian begins in a talking pose and Diane in a listening pose. An opaque shape dims the view of Julian and Diane. <u>As the slide progresses:</u> The opaque shape fades out. As Diane raises her objection, she moves to a talking pose and Julian listens. Julian then shifts to a thinking pose as he considers the objection type. An objection card displays the client's objection. A prompt appears with three choices. Each choice has a hidden green check and red x that reveal on selection. "Correct" text and a green custom "Continue" button are present if the correct selection is made.	"So that's a summary of our HVAC service plans and their benefits. Which one seems like the best fit for your situation?" [Diane caption] "Well, I appreciate your time, but I just don't think we have the budget for a service plan. I'll just call your company if we need any repairs." [Julian thought] "Hmm. I should identify the type of objection she is raising. I think this is:" [Objection card] Objection: "We don't have the budget for a service plan." [Choice prompt] Choose one of the following: 1. A Value Objection (Correct) 2. A Competitive Objection 3. An Approval Objection [Correct feedback] "Correct! This is about price and budget." [Incorrect feedback] "Not quite. This is about price and budget. Choose another option."	objection. Listen to the conversation and choose a response when prompted. (Julian) "So that's a summary of our HVAC service plans and their benefits. Which one seems like the best fit for your situation?" (Diane) "Well, I appreciate your time, but I just don't think we have the budget for a service plan. I'll just call your company if we need any repairs." (Julian, thinking) "Hmm. I should identify the type of objection she is raising. I think this is..."	Kim completes her introduction, making Julian and Diane fully visible. Kim exits to the left. Julian finishes his sales pitch and, then Diane responds with her objection. Captions share and overlay the space between them toward the top of the slide. Julian shifts to a thinking pose and voices his thought. The thought bubble overlays the caption. The objection card and the three choices then appear. The learner selects the objection type. Selecting "A Value Objection" reveals a green check, the "Correct!" feedback, and the custom "Continue" button. The other two options reveal a red x and "Not quite..." feedback, and prompt another choice. The disabled state on the incorrect answer should be gray and not allow a second selection. After a correct answer, the Continue button advances the learner to slide 1.18. The navigation "next" button is absent from this slide. The "previous" button takes the learner back to the prior knowledge check.
---	--	--	---

Notes:

Slide: 1.18 / Menu Title:			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Julian is on the right, first in a thinking pose. Diane is in a listening pose. <u>As the slide progresses:</u> Julian moves to a talking pose and addresses Diane. A bordered rectangle shows in the middle of the screen and presents two buttons, each with the text of a refining question option.	[Slide Title] Overcoming Sales Objections Practice Scenario [Julian thought] "So this is a value objection. Ok, I'll affirm the response and ask a refining question." [Julian caption] "I understand. HVAC expenses can be hard to budget for. If I can ask a question..." [Refining Question Choice Buttons] Which is the best refining question to lead with? Select one: 1. "If we discounted the service plan by 10%, would that help your budget?" 2. "What have your costs for service and repair been like over the last couple of years?" (Correct)	(Julian, thinking) "So this is a value objection. Okay, I'll affirm the response and ask a refining question." (Julian) "I understand. HVAC expenses can be hard to budget for. If I can ask a question..."	Julian begins with a thought caption, and then moves to a speech caption. These appear at the top of the screen between him and Diane, only one caption appearing at a time. Julian changes poses between thinking and speaking. Diane maintains a listening pose. . The two refining-question choice buttons appear. Selecting the discount question (incorrect) jumps to slide 1.19. Selecting "What have your costs... been like" (correct) jumps to slide 1.20. The "Next" button on the Storyline Player is disabled on this slide. The "Previous" button returns the learner to the beginning of the scenario.
Notes:			

Slide: 1.19 / Menu Title:			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Julian and Diane are on the right. Julian is in a talking pose and Diane is listening. <u>As the slide progresses:</u> Diane responds in a talking pose and ends the conversation, then Julian closes out. Kim appears with her hand up in a “stop” pose. A bordered shape appears containing the words “NO SALE!”, as well as Kim’s feedback and a custom retry button.	[Slide Title] Overcoming Sales Objections Practice Scenario [Julian caption] “If we discounted the service plan by ten percent, would that help you stay within your budget?” [Diane caption] “I appreciate the offer, but it’s still an unbudgeted expense I wasn’t planning on. Thank you for your time.” [Julian caption] “Ok. Thanks for meeting with me. Have a great day.” [Outcome banner] NO SALE! [Kim feedback] “Offering a discount doesn’t help if the client doesn’t see the value of the service contract. Try again, and ask a refining question that helps you learn more about the client’s HVAC spending.”	(Julian) “If we discounted the service plan by 10%, would that help you stay within your budget?” (Diane) “I appreciate the offer, but it’s still an unbudgeted expense I wasn’t planning on. Thank you for your time.” (Julian) “Okay, thanks for meeting with me. Have a great day!” (Kim) The sales call was unsuccessful because offering a discount doesn’t help if the client doesn’t see the value of the service contract. Try again, and ask a refining question that helps you learn more about the client’s spending on HVAC repair and maintenance.	Julian and Diane alternate between speaking and listening poses to follow the conversation. The captions appear between them alternating in the same space. After Julian thanks Diane, the “NO SALE!” banner appears and Kim appears in the “stop” pose. She delivers the coaching feedback and directs the learner to try again. The Retry button returns the learner to the refining-question choice on slide 1.18. The “Next” navigation button in the storyline player is disabled on this slide. The “Previous” button returns the learner to the beginning of the scenario.
Notes:			

Slide: 1.20 / Menu Title:			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Julian and Diane face each other on the right. Julian in a speaking pose and Diane in a listening pose. <u>As the slide progresses:</u> Diane answers in a talking pose. A “Great Refining Question!” confirmation appears. A bordered rectangle shows in the middle of the screen and presents confirmation text, the choice prompt, and two buttons, each with the text of a refining question option.	[Slide Title] Overcoming Sales Objections Practice Scenario [Confirmation Text] Great Refining Question! [Julian caption 1] “What have your expenses been like over the past couple of years for HVAC maintenance and repair?” [Diane caption 1] “It’s been a lot. We have had several VERY expensive repair calls in the last year and a half. That’s why I just don’t have any budget left right now.” [Choice prompt] The client answered with some great information. Now what would be the best response? [Choice Buttons] 1. “Our service contract can help you get these expenses under control, with a 25% discount on repairs, and regular maintenance that prevents repairs.” (Correct) 2. “When does your budget reset? Maybe we can set up a time to review the service contract then.”	(Julian) “What have your expenses been like over the past couple of years for HVAC maintenance and repair?” (Diane) “It’s been a lot. We have had several very expensive repair calls in the last year and a half. That’s why I just don’t have any budget left right now.”	Julian and Diane alternate between speaking and listening poses to follow the conversation. The captions appear at the top of the slide between them, alternating in the same space. At the end of the conversation, the bordered text box appears with the confirmation, and choice prompt. The two response choice (buttons) appear, containing the text for each choice. Selecting the value response (correct) jumps to slide 1.22. Selecting “When does your budget reset?” (incorrect) jumps to slide 1.21. The “Next” button is disabled for this slide. The “Previous” button returns the learner to the beginning of the scenario.
Notes:			

Slide: 1.21 / Menu Title:			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title. Julian and Diane face each other. Julian in a talking pose, and Diane in a listening pose. <u>As the slide progresses:</u> Julian and Diane change poses to match the conversation. Kim appears with her hand up in front of her in a “stop” pose, to explain the incorrect answer and prompt the learner to retry. A bordered response area contains a “NO SALE!” banner displays with Kim’s coaching feedback and a Retry button.	[Slide Title] Overcoming Sales Objections Practice Scenario [Julian caption 1] “When does your budget reset? Maybe we can set up a time to review the service contract then.” [Diane caption 1] “Well, I think I just want to take the approach of calling for service and repair as we need it. Thanks for your time.” [Julian caption 2] “Ok. Thank you. Have a good day.” [Outcome banner] NO SALE! [Kim feedback] “The client hasn’t understood the value of the contract, so delaying until the next budget cycle isn’t going to help. Try again, and apply a response that helps the client see how the service contract can save her money.”	(Julian) “When does your budget reset? Maybe we can set up a time to review the service contract then.” (Diane) “Well, I think I just want to take the approach of calling for service and repair as we need it. Thanks for your time.” (Julian) “Okay, thank you. Have a good day.” (Kim) The sales call was unsuccessful because asking to be considered in the next budget cycle doesn't help the client see the value of the service contract. Try again, and give a response that connects the value of the service contract to the client’s situation.	Julian and Diane alternate between speaking and listening poses to follow the conversation. The captions appear between them alternating in the same space. The bordered response area appears and contains the “NO SALE!” banner and Kim’s coaching feedback. The custom retry button returns the learner to the response choice on slide 1.20. The “next” button on the Storyline player is disabled for this slide. The “Previous” button returns the learner to the beginning of the scenario.
Notes:			

Slide: 1.22 / Menu Title:			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> The slide title displays in the upper left. Julian and Diane face each other on the right side of the screen. Julian in a speaking pose and Diane in a listening pose. <u>As the slide progresses:</u> Julian and Diane alternate speaking and listening poses. Kim appears (in normal forward facing pose) to close the activity. A “Great Work!” bordered outcome text area displays with Kim’s success feedback and a Continue button.	[Slide Title] Overcoming Sales Objections Practice Scenario [Julian caption 1] “I can appreciate that, but our service contract gives you a 25% discount on repairs, and seasonal maintenance can prevent a lot of these problems. Investing in our service contract can help you get these expenses under control.” [Diane caption 1] “Yeah. I see your point. I hadn’t thought about the 25% discount. That is quite a bit. Can you run the contract price and benefits by me again? Maybe I can find some budget for this.” [Outcome area] [Success banner] Great Work! [Kim feedback] “You categorized the objection, asked a great refining question, and responded in a way that showed the value of a service contract. The conversation is back on track, and closing the sale looks positive!”	(Julian) “I can appreciate that, but our service contract gives you a 25% discount on repairs, and seasonal maintenance can prevent a lot of these problems. Investing in our service contract can help you get these expenses under control.” (Diane) “Yeah... I see your point. I hadn’t thought about the 25% discount. That is quite a bit. Can you run the contract price and benefits by me again? Maybe I can find some budget for this.” (Kim) Great work! You categorized the objection, asked a great refining question, and responded in a way that demonstrated the value of a service contract. The conversation is back on track, and closing the sale looks positive.	Julian and Diane alternate between speaking and listening poses to match the conversation. The “Great Work!” banner appears and Kim appears in a normal forward pose to deliver the success feedback. The Continue button advances the learner to the Course Summary (slide 1.23). The “Next” button is disabled for this slide. The “Previous” button is disabled on this slide.
Notes:			

Slide: 1.23 / Menu Title: Summary			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Kim appears in a forward facing pose (thumbs up), celebrating the learner's progress. Display the Heartland Pro logo in the upper right. Display the slide title in the upper left. Display the intro text. <u>As the slide progresses:</u> Display the three numbered summary points (1, 2, 3), each with a numbered circle label. Display the navigation text.	[Slide Title] Overcoming Sales Objections Summary [Intro] You've learned how to overcome sales objections by: 1. Categorizing the objection as a value, competitive, or approval objection. 2. Asking refining questions to understand the context of the objection. 3. Responding to objections with the right goals in mind. [Navigation text] Click "Next" to learn about the assessment.	(Kim) Congratulations! You've learned the three steps necessary to overcome sales objections. You've learned to identify the objection as a value, competitive, or approval objection. You've learned to ask refining questions to gain better context on the objection. And you've learned to respond to objections, keeping the goals for each objection type in mind. You are now ready to proceed to the course assessment.	Kim (thumbs up) and the slide title appear as the slide begins, along with the intro text. Each of the three numbered points fades in as the narration names it. The navigation text appears as the narration closes.
Notes:			

Slide: 1.24 / Menu Title: Assessment Information			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Slide title appears in the upper left. The Heartland Pro logo displays in the upper right.	[Slide Title] Overcoming Sales Objections Assessment Information [Assessment Details] Five questions Passing score: 80%	(Kim) You are now ready for the course assessment. You will be asked five questions, and you will need to answer at least 80% of them correctly in order to pass this course. You	All components (Slide title, logo, Kim displaying to learner's right, assessment details bullet points, and navigation text) display at the beginning of the slide. No animation or interaction is

Kim appears pointing to the learner's right, toward the assessment details. Display the "Assessment Details" panel listing the assessment parameters with a bullet point to the left of each. Display the navigation text in the lower right.	You may retake the assessment [Navigation text] Click "Next" to begin the assessment.	may retake the assessment if you do not pass.	needed on this slide other than the selection of the navigation button to continue to the assessment.
Notes:			

Slide: 1.25 / Menu Title: Assessment Question 1			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented in a text area toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question.	[Slide Title] Overcoming Sales Objections Course Assessment [Question 1] After you present a potential client with an overview of Heartland Pro's service contract, he says, "I just bought all new HVAC units 20 months ago. I don't really see the point of paying for a service contract on newer equipment." How would you categorize the client's objection? Please select one option. [Answer choices] An approval objection A competitive objection	There is no voiceover on this slide.	All elements display from the start of the slide. This is a graded assessment question. The learner selects one option and submits their answer. There is no immediate feedback. The response is scored, and the learner advances to the next question. The final score is shown on the Results slide (1.30).

	A value objection (Correct)		
Notes:			

Slide: 1.26 / Menu Title: Assessment Question 2			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented in a text area toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question.	[Slide Title] Overcoming Sales Objections Course Assessment [Question 2] Your potential client seems favorable to the service contract. As you prepare to close the sale, he says, "But for an ongoing contract like this, I need to get the approval of my business partner." What type of objection has now been raised? Please select one option. [Answer choices] A value objection An approval objection (Correct) A competitive objection	There is no voiceover on this slide.	All elements display from the start of the slide. This is a graded assessment question. The learner selects one option and submits their answer. There is no immediate feedback. The response is scored, and the learner advances to the next question. The final score is shown on the Results slide (1.30).
Notes:			

Slide: 1.27 / Menu Title: Assessment Question 3			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left.	[Slide Title] Overcoming Sales Objections Course Assessment	There is no voiceover on this slide.	All elements display from the start of the slide.

Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented in a text area toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question.	[Question 3] Your client has a value objection, as her equipment is less than 5 years old and has been reliable. What would be a good refining question to ask? Please select one option. [Answer choices] “What has your spending been like on seasonal maintenance checks, cleaning, and recharging?” (Correct) “What if I put together a discounted first-year rate to make it easier to get started?” “Have you not had any issues with these units so far?”		This is a graded assessment question. The learner selects one option and submits their answer. There is no immediate feedback. The response is scored, and the learner advances to the next question. The final score is shown on the Results slide (1.30).
Notes:			

Slide: 1.28 / Menu Title: Assessment Question 4			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented in a	[Slide Title] Overcoming Sales Objections Course Assessment [Question 4] Your potential client has expressed a competitive objection: “We have a service provider already. Smith HVAC.” Which of the following would be a helpful refining question? Please select one option.	There is no voiceover on this slide.	All elements display from the start of the slide. This is a graded assessment question. The learner selects one option and submits their answer. There is no immediate feedback. The response is scored, and the learner advances to the next question. The final score is shown on the Results slide (1.30).

text area toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question.	[Answer choices] "Smith is a good company. May I ask, is there anything about their service that you are not completely satisfied with?" (Correct) "What if I can beat their price by ten percent?" "Well, would you consider switching?"		
Notes:			

Slide: 1.29 / Menu Title: [Hidden]			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a container rectangle to house the question and the answer options. The question is presented in a text area toward the top of the rectangle. Three answer choices are displayed as selectable, single-select options below the question.	[Slide Title] Overcoming Sales Objections Course Assessment [Question 5] A client gives an initial value objection of: "It just seems too pricey!" You ask the refining question: "How much do you usually spend on HVAC repairs in a year?" The client says: "Some years it's high, and other years it's minimal. I think I'd rather just call if something goes wrong than commit to an annual contract." Which of the following responses would best meet this value objection? Please select one option. [Answer choices]	There is no voiceover on this slide.	All elements display from the start of the slide. This is a graded assessment question. The learner selects one option and submits their answer. There is no immediate feedback. The response is scored, and the learner advances to the next question. The final score is shown on the Results slide (1.30).

	“Those units still need seasonal cleaning, tuning, and recharging to stay reliable. The contract covers all of that. Skipping it is usually what turns a \$200 maintenance visit into a \$3,000 repair call.” (Correct) “I hear you. Let me see what I can do on the price. I may be able to work something out for all three locations.” “The contract covers preventive maintenance and priority response.”		
Notes:			

Slide: 1.30 / Menu Title: [Hidden]			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the slide title in the upper left. Display the Heartland Pro HVAC logo in the upper right. Display a bordered rectangle to house the score information.	[Slide Title] Assessment Results [Your Score] YOUR SCORE: (the learner's score, shown dynamically from the assessment result) [Passing Score] PASSING SCORE: 80%	(No voiceover on the base layer. The narration plays on the pass and fail layers.)	The base layer displays the learner's score against the passing score. (in the bordered rectangle) If the score is 80% or higher, the passing layer (1.30a) is shown. Otherwise the failing layer (1.30b) is shown.
Notes: Do not show points. They are irrelevant, as we only need a percentage.			

Slide: 1.30a / Menu Title: [Hidden]			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> Display the vertical Heartland Pro logo. Centered above the rectangular information box (on the base layer) is a green checkmark with the Feedback Message text below. A custom “Review Quiz” button and a custom “Continue” button show below the score rectangle.	[Feedback message] Nice job, you passed! [Score] (the learner’s score, calculated automatically from the assessment result)	“Great job! You’ve passed the course assessment. Please feel free to review the quiz by pressing the Review Quiz button below. Otherwise, please continue.”	This layer displays when the learner’s score meets or exceeds the 80% passing score. The “Review Quiz” button lets the learner review their answers. The “Continue” button advances the learner to the Thank You slide (1.31).
Notes:			

Slide: 1.30b / Menu Title: [Hidden]			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the layer:</u> Display the vertical Heartland Pro logo. Centered above the rectangular information box (on the base layer) is a red X with the Feedback Message text underneath. A custom “review quiz” button and a custom “try again” button show below the score rectangle	[Feedback message] Sorry, you didn’t pass. [Score] (the learner’s score, calculated automatically from the assessment result)	“Sorry, you did not pass the assessment. Please press the Review Quiz button below to review the answers. When you are ready, please press the Try Again button. You may take the quiz as many times as needed.”	This layer displays when the learner’s score is below the 80% passing score. The “Review Quiz” button lets the learner review their answers. The “Try Again” button resets and restarts the assessment.

Notes:

Slide: 1.31 / Menu Title: Thank You			LO: 1-3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<u>At the start of the slide:</u> Display the horizontal Heartland Pro logo. Display the closing thank-you message. An Exit button is available to close the course.	[Slide Title] Thank you! [Message] Congratulations on completing this course on overcoming sales objections. [Button] Exit	There is no voiceover on this slide.	All elements display from the start of the slide. The “Exit” button closes the course.
Notes:			