

Handling Customer Objections in Sales

Educational Objectives:

- Identify reasons agribusiness salesmen and women may need to handle customer objections.
- Describe how to handle customer objections using the LAARC method.
- Evaluate the effectiveness of using the LAARC method to provide a positive solution in a customer objection scenario.



Students at the University of Missouri role playing a customer objections scenario using the LAARC method.

Teacher Instructions:

Locate the “Handling Customer Objections in Sales with Linda Sowers” video by visiting this link: <https://cafnr.missouri.edu/ag-science-videos/>. Instruct students to complete the worksheet on the next page while watching the video. After the video completes, students can reflect and answer on the remaining questions found on the next page.

Additional Instructional Opportunities:

- Allow students time to research “careers in agricultural sales.” Students can plan and record a podcast highlighting key information about this career.
- Invite a local agribusiness salesman to class to discuss the topic of handling customer objections with students.
- Allow students to work in pairs to role play handling a customer objection. Ask one student to serve as the ‘salesmen’ and one to serve as the ‘customer.’ The salesmen should follow the LAARC technique to provide a positive solution for the unhappy solution.
- Instruct students to visit the University of Missouri CAFNR [Division of Applied Social Science webpage](#). Provide time for students to read information on the Agribusiness Management webpage and host a class discussion about what a college education in Agribusiness Management could look like.



People who work in sales follow the LARC method to handle a customer complaint. LARC stands for:

L:

A:

A:

R:

C:

We should ask _____-ended questions to collect as much information as possible. How many questions should we ask? _____

In the example included in the video, why are the cattle losing weight?

How did the salesman “respond?” What was the solution?

After watching the video, reflect on the process of handling customer complaints by answering the following questions:

- Why is it important to provide a positive solution with unhappy customers?
- What is the difference between a close-ended and open-ended question?
- Let’s say you work for a local equipment dealer. A customer who recently purchased a new lawnmower is unhappy because the lawnmower is not working properly. Generate a list of five questions you could ask to collect needed information.
- Consider the customer objection scenario shown in the video. How effective was the salesmen in providing a solution for the customer worried about the feed she recently purchased? Describe how this salesman used the LAARC technique in this scenario.

