

# Pitching Training to Customers with Objections

When a customer complains or objects to training, a tiered response strategy may be helpful. We recognize that our customers all have different preferences, availability, adaptability, etc. when it comes to training. So when you get an objection from a customer about training here's how you can respond. Move through the tiers in order, as possible and appropriate.

| Objection Tier | Customer Objection Example(s)  | Weave Team Member Response to Objection  |
|----------------|--|--|
| 1              | "We are already understaffed, there's no way my people have 75 minutes to dedicate to training."   | "We understand that our customers have a wide variety of availability to complete training. That's why the training is designed to be self-paced. Each course in the certification is no longer than 15 minutes. If you have to leave and come back, you can, and your progress will always be saved so you know where to pick up where you left off."   |
| 2              | "We don't even have 75 minutes of uninterrupted time to take your training."<br><br>"We just need our people to know the essentials for their role." | "We understand that your schedules are very busy and we want to support your priorities. Our training is self-directed, meaning that you can take courses in any order, starting with the courses that are most relevant for you."   |
| 3              | "Don't you provide any training that I can complete in just a few minutes?"  | "We understand that time is tight. We do provide a Quick Tips video library on our training website. Here is a link to that video collection: [link]"<br><br>Note: This response is really a last ditch effort. We believe customers will benefit most from a certification when they complete it. But we also recognize that some training is better than no training, so Quick Tips videos can fill that need. |