

**Objective:** To build resilience to rejection, develop quick thinking and adaptability, and maintain composure under pressure.

**Materials:** List of common sales objections, timer.

**Facilitator Guide:**

1. "Hustle Huddle": The Reality of Rejection (10 mins): Discuss the inevitability of rejection in sales. Normalize the experience and frame it as an opportunity for growth. Emphasize the importance of mental resilience and a "never give up" attitude. Share personal anecdotes or stories of successful salespeople overcoming rejection.
2. Rapid-Fire Objections (30 mins):
  - The Gauntlet: Trainers (or peers) present trainees with a barrage of common sales objections in rapid succession.
  - Quick Rebuttals: Trainees must respond with a concise and persuasive rebuttal within a limited time frame (e.g., 5 seconds).
  - Focus on Adaptability: Encourage quick thinking, improvisation, and creative responses. It's okay if rebuttals aren't perfect – the goal is to build resilience and adaptability under pressure.
3. "Rejection Remix" (10 mins): Have trainees work in pairs to "remix" and improve their rebuttals from the rapid-fire round. Encourage collaboration and creative problem-solving.
4. Debrief & Resilience Strategies (10 mins): Discuss effective strategies for handling rejection, such as reframing negative thoughts, focusing on the next opportunity, and seeking support from colleagues. Emphasize self-care and maintaining a positive mindset.