



Objection Responses

Selling The Story Of You - Part 2

What is an Objection?

An objection is any reason why a client wouldn't buy from you. Think of categories: age, quality, price, etc.

How to Respond?

Your response should be three simple sentences. Repeat the objection, reassure the client that you have an answer for it and resume the sale.

Objection 1:

Response:

Repeat:

Reassure:

Resume:

Objection 2:

Response:

Repeat:

Reassure:

Resume:

Objection 3:

Response:

Repeat:

Reassure:

Resume:
