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Guide to Objection Handling

What's inside

Objection handling

Objection handling is a critical skill in any sales or customer facing role. It involves understanding and addressing the concerns, doubts, or hesitations that prospects or clients may have during the decision-making process. Effective objection handling helps overcome barriers to closing deals but also builds trust, strengthens relationships, and demonstrates a deep understanding of the customer's needs. By approaching objections with empathy, confidence, and preparation, sales professionals can turn potential roadblocks into opportunities to reinforce the value of their solutions and move closer to successful outcomes.
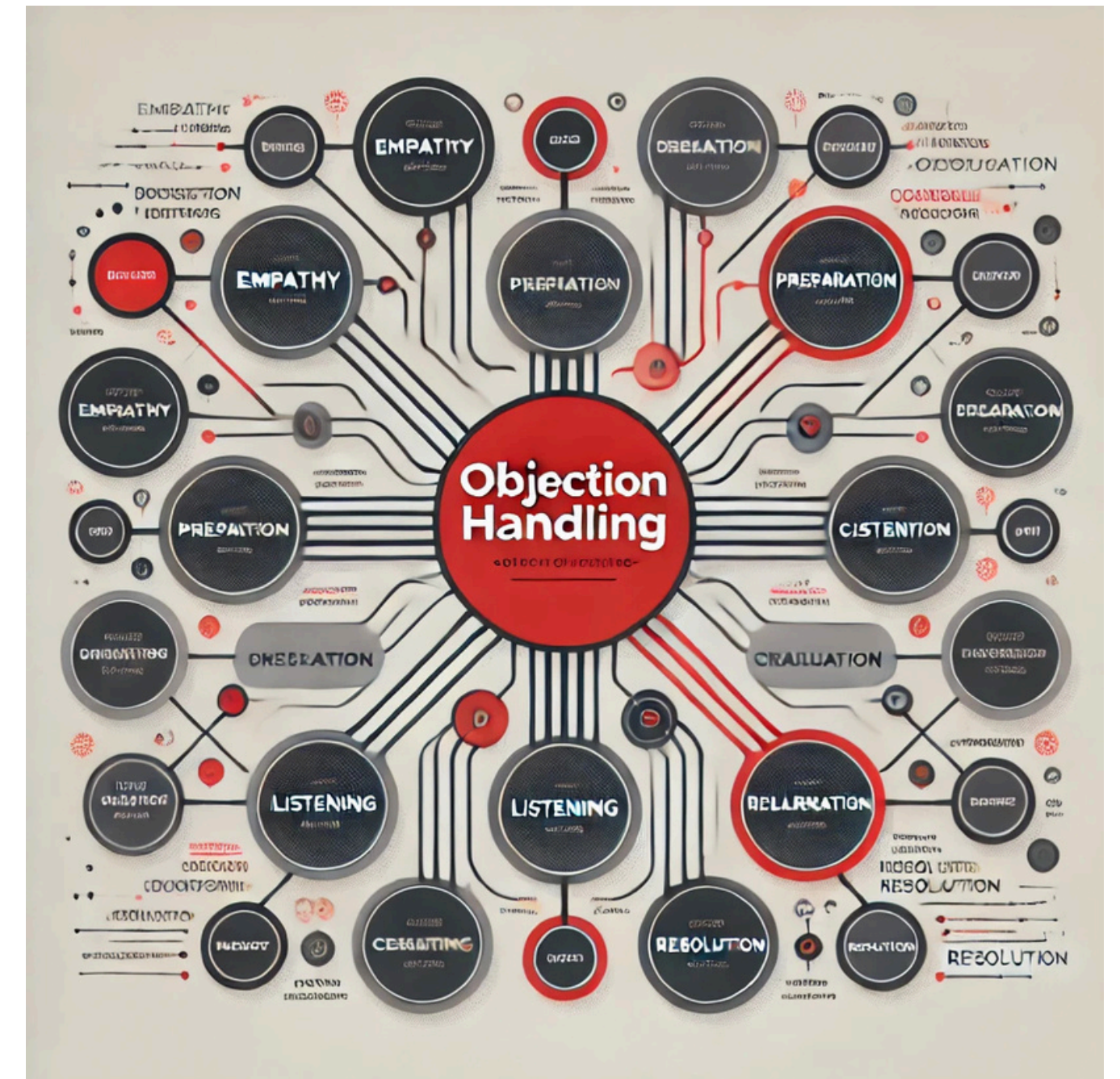
What happens when a client objects?

Objections are a natural part of the sales process and often reflect a client's desire to feel confident in their decision-making. Clients object for a variety of reasons, including a lack of understanding of the product, concerns about cost, misalignment with their needs, or internal pressures such as competing priorities or stakeholder buy-in. Rather than viewing objections as roadblocks, see them as opportunities to uncover deeper client concerns, build trust, and reinforce the value of their solution. Understanding the root cause of objections is the first step in turning hesitation into confidence.

How to deal with objections?

01
EMPATHIZE AND LISTEN ACTIVELY
Acknowledge the client's concern.

03
REFRAME AND ADDRESS
Reframe the objection to align with your product's value.

02
CLARIFY AND DIG DEEPER
Find underlying reason for the objection.

04
CONFIRM AND CLOSE
Confirm their concern has been resolved

Common objections from customers

Scenario 1: We don't have budget for this product

EMPATHIZE AND LISTEN ACTIVELY

- *Relate to how you understand how important budgets are.*
- *Ask if there is a budget or one has to be asked for.*

CLARIFY AND DIG DEEPER

- *What budget number did you have in mind?*
- *How did you get to that number?*

REFRAME AND ADDRESS

- *I understand price is a factor, but is price the main driver of this evaluation?*

CONFIRM AND CLOSE

- *So we need to get buy-in from your CFO to increase budget?*
- *Can we get a meeting with them to help prove the value of our product to your team?*

FAQs on objection handling

How can I prepare for common objections in advance?

Create a framework that lists common objections and a few different ways to solve each objection.

What if you don't know how to answer the objection?

Be curious and use deep discovery to uncover the objection root so you can answer the actual objection.

How do I handle objections based on incorrect assumptions?

Understand where their assumptions came from and take the time to ask and be curious about the FUD they are using as a guide to their objection.

What if the client continues to object?

It's likely you haven't uncovered the true objection or you are not talking to the person who can actually make the decision.

Objection Handling Template

Objection Handling Framework

Objection Category	Specific Objection	Response Framework	Key Tactics	Notes/Examples
Price	It's too expensive.	- Acknowledge: "I understand budget constraints..."	- Highlight ROI (cost vs. value).	Example: "Our clients see 3x ROI within six months."
Price	I don't have the budget.	- Explore: "How are you currently budgeting for similar needs?"	- Offer flexible pricing or phased rollout.	Example: "Would aligning with your fiscal calendar help?"
Price		- Confirm: "If budget were not an issue, would this solve your need?"	- Explore budget reallocation or pilot program.	
Timing	Now isn't the right time.	- Acknowledge: "I hear that timing is important..."	- Discuss cost of inaction.	Example: "What would delay cost in terms of missed opportunities?"

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For any questions on objection handling, connect with us:

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