



GRANT CARDONE

# **MASTERING OBJECTIONS**

Learn how to handle any objection,  
any time, with any customer.

# NOT BEING A MASTER

1. PREVENTS YOU FROM PROSPECTING.
2. PREVENTS BUILDING RAPPORT.
3. PREVENTS YOU FROM CREATING INTEREST.
4. PREVENTS YOUR DEMONSTRATION/  
PRESENTATION OF YOUR PRODUCT/SERVICE.
5. STOPS YOU FROM PRESENTING A PROPOSAL.
6. STOPS FROM DETERMINING WANTS/NEEDS.
7. YOU CAN'T HANDLE OBJECTIONS YOU CAN'T  
CLOSE SALES.
8. YOU CAN'T CLOSE SALES YOU CAN'T GROW  
YOUR INCOME.

# YOU ARE GETTING KILLED BY OBJECTIONS

- Just looking
- Price is too high
- I'm not buying
- We are just shopping
- I am not the decision maker
- Not doing anything until...
- We have a better price from...
- I don't have time
- Just send me a proposal
- Your terms are not good
- I have bad credit
- I have great credit
- We can't do anything until...
- Your product doesn't have...
- We don't sign contracts
- We don't need all of that
- If you can't do it for...
- Please don't call back
- Just send me some information
- We cant afford this
- Already over budget
- Send me testimonials
- I have to think about it
- We never make a rash decision

# STEPS TO MASTERING OBJECTIONS

1. Commit to being a master.
2. Take responsibility for every objection.
3. Define what an objection is and is not.
4. Identify where objections take place.
5. Identify each objection at each part of sales process.
6. Prepare until you can predict each objection.
7. Master until you can handle each.
8. Work on Objections EVERY DAY.

# TYPES OF OBJECTIONS

1. INTERNAL - you say these to yourself
2. EXTERNAL - customer says these to you
3. VALID - this is the objection
4. VALID BUT - this is the objection but won't keep buyer from closing
5. INVALID - not the real objection
6. SPOKEN - you have heard the objection could be valid or invalid
7. UNSPOKEN - you have not heard the actual objection

# TYPES OF OBJECTIONS

1. INTERNAL      - It's too high
2. EXTERNAL     - It's too high
3. VALID         - It's too high
4. INVALID        - It's too high
5. SPOKEN        - It's too high
6. UNSPOKEN     - It's too high

# 4 SECRETS ABOUT OBJECTIONS

## **Secret 1:**

YOU ARE THE CREATOR OF EVERY OBJECTION  
AND MUST TAKE FULL RESPONSIBILITY FOR THE  
CUSTOMER'S OBJECTION.

# 4 SECRETS ABOUT OBJECTIONS

## Secret 2:

The Most Dangerous Objection is:

“The Unspoken”



# 4 SECRETS ABOUT OBJECTIONS

## Secret 3:

MOST OBJECTIONS ARE COMPLAINTS  
THAT SHOULD NOT BE HANDLED, BUT USED  
AS A REASON TO CLOSE.

# 4 SECRETS ABOUT OBJECTIONS

## Secret 4:

OBJECTIONS ARE NEVER A REASON NOT TO CLOSE OR STOP  
WORKING YOUR DEAL.

# OBJECTION DEFINED

1. a reason or argument offered in disagreement, opposition, refusal, or disapproval.
2. the act of objecting, opposing, or disputing:
3. a ground or cause for objecting.
4. a feeling of disapproval, dislike, or disagreement.

# **SALES OBJECTION DEFINED**

Defined as a statement or questions raised by the prospect which can indicate an unwillingness to purchase.

The objections include price, terms, legal, product, timing, the company, you, the competition, economy, third party data, confusions, or lack of information.

# OBJECTIONS CAN BE ABOUT

1. Price
2. Terms
3. Contract
4. Product
5. Timing
6. The company
7. You
8. Competition
9. Buyer uncertainty
10. Third party data
11. Confusions
12. Lack of information.

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in the expansion of your business.” - GC**

# STEPS TO DETERMINE VALID/INVALID

1. LISTEN
2. ACKNOWLEDGE
3. ISOLATE
4. VALIDATE TO DETERMINE REAL OBJECTION
5. DETERMINE TYPE OF OBJECTION
6. CLOSE OR HANDLE

# Step 1: LISTEN

1. LET ME WRITE THIS DOWN.
2. PLEASE TELL ME.
3. I GOT IT.
4. WHAT ELSE?
5. TELL ME MORE.
6. THANKS FOR SHARING.
7. TELL ME EVERYTHING.



# Step 2: **ACKNOWLEDGE**

1. YOU ARE RIGHT.
2. I AGREE WITH YOU.
3. I CAN SEE THAT.
4. I AM IN TOTAL AGREEMENT.
5. I FEEL THE SAME WAY.
6. I GET IT.

# Step 3: ISOLATE

1. WHAT ARE YOUR OTHER CONCERNS?
2. WHAT ELSE BOTHERS YOU?
3. DO YOU HAVE ANY OTHER REASON FOR NOT MOVING FORWARD?
4. DO YOU HAVE ANY OTHER CONCERNS?

# Step 4: VALIDATE

1. THAT WOULDN'T KEEP YOU FROM BUYING WOULD IT?
2. WHAT'S YOUR REAL OBJECTION?
3. WHATS YOUR REAL CONCERN?
4. THERE'S GOTTA BE SOMETHING ELSE.

# Step 5: DETERMINE THE TYPE OF OBJECTION

This is an internal process. You must know WHY the buyer is objecting and about what.

Is this objection valid or invalid and have you found the real one objection?

- Product
- Price
- Terms
- Stalls
- Time

# Step 6: **CLOSE OR HANDLE**

Get *Closer's Survival Guide*,  
*Close the Sale App* and get on  
***Cardone University*** to master  
closing the sale.

# DRILL FOR HANDLING OBJECTIONS

## **Listen**

Do not interrupt, listen to duplicate. Nod your head.

## **Acknowledge**

I hear you, I understand and actually I agree with you.

## **Isolate**

Is that your only objection? What else would keep you from moving forward? Do you have anything else you are concerned about?

## **Validate**

That wouldn't keep you from owning would it?

## **Determine Type**

Determine what the objection is about product, price, you, a stall, valid, invalid, spoken, unspoken.

## **Close Or Handle**

Can you close or do you need to handle?

# **BIGGEST MISTAKE IN HANDLING OBJECTIONS**

Treating objections as objections  
that are merely complaints.

# COMPLAINT DEFINED

1. an expression of discontent, regret, pain, censure, resentment, or grief; lament; faultfinding: his complaint about poor schools.
2. a cause of discontent, pain, grief, lamentation, etc.



# OBJECTIONS VS. COMPLAINTS

- |                           |                           |
|---------------------------|---------------------------|
| 1. Price is too high      | 6. Price is too high      |
| 2. Product isn't perfect  | 7. Product isn't perfect  |
| 3. The term is too long   | 8. The term is too long   |
| 4. I need to talk to .... | 9. I need to talk to .... |
| 5. First place we looked  | 10. First place we looked |

They sound exactly the same.

# **GOLDEN RULE OF OBJECTIONS**

Treat all objections as complaints  
until isolated and validated as  
legitimate objections.

# ACKNOWLEDGE THE COMPLAINT & CLOSE

Most of the time the closer is handling a complaint that never required more than,  
“I understand, I agree with you,  
I have felt the same way – sign here.”

# SECRET TO HANDLING OBJECTIONS

When you handle a mere complaint as a valid objection you validate it and make it into something that it is not and even when you resolve it you won't close the deal.

# FIRST THINGS FIRST

The first thing I do when I hear what appears to be an objection is treat it like a complaint until further validated as a real objection.

The first rule of selling will serve you well in determining whether an objection is valid or not! If it is a legitimate objection, you will know soon enough because when you try to handle as only a complaint, your prospect will make it clear that this is more than that.

Trust me, most of what you hear in the close is not objections. They are just mere comments or complaints no different than someone commenting on the weather.

# THE RULE OF RESPONSIBILITY

Look at the objections you continue to get and I assure you that you have some agreement with those objections in your life.

This is happening to you because of you.

“If you trust me long enough to look for how this might be true, then you will see why and how it is true.” - GC

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# OBJECTION WRITE UP

For the next week, write down every objection you get from your prospects and see how many of those you use in your own life.

If you are honest with this exercise, you will be amazed at how you are being stopped by those negative ideas with which you agree.



# OBJECTION WRITE UP

## Objection

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_

## Some Agreement

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_

# YOU CREATE YOUR OWN OBJECTIONS

To explain to you what I mean by this I want to tell you a story about one of my most trusted associates who once came to me and said, “I can’t get any of my leads to close. It’s weird. They have the money, they can do it, they want to, they can afford it and they know it’s only a matter of time before they will do it, but I just can’t get them to close. I can’t figure it out. What do you think it is?”

I said, “Well it’s simple! You do the exact same thing in your life. You won’t spend money on those things that you know you need so when it happens to you in the close, you can’t close your prospects because you agree with what they are saying! You need to open the floodgates and start saying, ‘Yes!’ in your own life. Your customers somehow reflect that exact belief (barrier) you have and won’t release the money (just like you won’t).”

Quit asking customers to do what you won’t do.

# OBJECTION EXERCISE

**Which of these do you do as a buyer?**

1. I need to think about it. \_\_\_\_\_
2. I have to shop. \_\_\_\_\_
3. We never buy at the first place. \_\_\_\_\_
4. I need to check with my wife. \_\_\_\_\_
5. I never make a rash decision. \_\_\_\_\_
6. It's not in our budget. \_\_\_\_\_
7. I need the best deal. \_\_\_\_\_
8. What else can you give me? \_\_\_\_\_
9. We never pay retail. \_\_\_\_\_
10. Need to wait until... \_\_\_\_\_

# SECRET TO OBJECTIONS

The objection typically has tremendous energy in it when it is valid. Use the objection as a reason to close, not a reason to delay or prevent the close.

# USE THE OBJECTION TO CLOSE

**Example:** Contract term is the objection. Use the term to close. Don't set a shorter term but offer a longer term as a way to reduce monthly cost and invalidate term as an objection.

# OBJECTIONS HAVE LOCATIONS AND CATEGORIES

## Location

1. Greeting
2. Demonstration
3. Proposal
4. Negotiations
5. In the Close
6. After the Close
7. On the Call
8. Emails

## Type

1. Price
2. Product
3. Terms
4. Timing
5. Stalls
6. Complaints
7. Invalid
8. Red Herrings

# GREETING OBJECTIONS

They are mostly meaningless and should only be acknowledged and agreed with.

They should all be treated as invalid and deserve no merit.

# GREETING OBJECTION EXAMPLES

1. **Best Price/Time** - Great, do you have a business card or phone? I'll text it to you, fax it to you, email it to you, if that will be helpful in saving you time.
2. **Best Price** - Thank you for coming, and I encourage you to make your final decision on price only.
3. **We Aren't In The Market Just Shopping** - Thank you for the offer, the only thing more important than price is getting the right product. How do you want it equipped?
4. **Looking For Someone Else** - Excellent, and your name? What can I give you information on? If you are satisfied with it, then you can bring her back at a later date.
5. **Looking For Someone Else #2** - I help people all the time doing the exact same thing. What can I get you information on so you can bring information back to them?



# THE PROPOSAL OBJECTION

The final stage before the close, during the write-up there will be objections that the buyer will present to stall the sales process. Learn over 25 ways to handles these objections and you'll be on your way to becoming a Master Closer!

# DEMONSTRATION OBJECTION EXAMPLES

1. **If you try and do the demonstration and the customer says, “I don’t have the time”.** “I know how valuable your time is and I promise not to waste it. Allow me the courtesy of 5 minutes, and I’ll show you something important.”

# THE DEMONSTRATION OBJECTION

Explore strategies to handling objections in this second step of the sales process—during the demonstration—to move the needle along to the close!

# WRITE-UP OBJECTION EXAMPLES

1. **Bottom Line** - Let's Go. The buyer says I don't want to go through all that, I want the bottom line, now, just cut the BS. Great, let's go get you what you want right now, follow me.
2. **Bottom Line #2** - Exactly. That's exactly what I want to give you. Follow me and I'll get you the bottom line.
3. **Bottom Line #3** - There's nothing to go through. Let's get you some figures and get you a bottom line that you can agree to. Follow me.
4. **Bad Credit** - Let me worry about that. I promise, I can still get you financing.
5. **Bad Credit #2** - I'm the professional. We'll get you taken care of in that department. Follow me.

# GENERAL OBJECTIONS

Learn strategies to handle the most common, general objections that occur during the entire sales process.

# GENERAL OBJECTION EXAMPLES

1. **Don't Know What I Want** - If you did know, what do you think it would be?
2. **Don't Know What I Want #2** - I understand. What are you sure you don't want? If you start backwards and figure out what they don't want, you have a chance of finding what they do want.
3. **Don't Know What I Want #3** - Excellent. What brought you out today to look around?
4. **A Customer Just Says To You "Give Me Your Card"** - Give them the card. If you have any questions can I follow along so I can assist you in case any questions pop up? Mind if I tag along to answer questions?
5. **How Much Down** - I'd like to show you with no money down. How would that work for you?

# OBJECTIONS IN THE CLOSE

1. Price
2. Product
3. Terms
4. Timing
5. Stalls
6. Red Herrings

# WHAT GENERATES BUYERS' OBJECTIONS

1. Fear
2. Uncertainty
3. Misinformation
4. Information
5. Lack of Information
6. Mistakes in the Past
7. Upbringing
8. Valid/Legitimate



# LIST OF BUYER'S FEARS

1. Wasting time
2. Making a mistake
3. Taken advantage of
4. Looking bad to others
5. Fear of wasting your time
6. Not worth your time
7. Fear of pressure
8. Fear of being followed up

# HOW TO HANDLE BUYERS FEARS

COMMUNICATION

COMMUNICATION

COMMUNICATION

COMMUNICATION

COMMUNICATION

COMMUNICATION

COMMUNICATION

# **SECRET TO HANDLING OBJECTIONS**

Stay in Communication  
& Be Willing to  
Ask Hard Questions

# HARD QUESTIONS

1. Why haven't you done this already?
2. Have you ever done something like this before?
3. What's your real concern?
4. If I resolve all your concerns would you make a decision to buy?
5. If I handle everything are you in a position to make the decision?
6. Other than yourself who needs to be involved?
7. How can you justify investing this much money?

# THE MOST DANGEROUS OBJECTION

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# **RULES OF HANDLING OBJECTIONS IN THE NEGOTIATIONS**

1. Never give any one objection too much power.
2. Never talk while the buyer objects.
3. Never take an objection personally.
4. Never handle more than one objection at a time.
5. Never make verbal solutions or offers.
6. Never abandon negotiations because of an objection.
7. Never disagree with the buyer.
8. Never confuse the person with the objection.
9. Never believe objection will keep the buyer from buying.
10. Never let the buyer get into a no-win situation.
11. Never let the objection get you down.
12. Never ignore an objection.
13. Never quit communicating no matter what.
14. Never blame the customer or other conditions for the objection.

**Objections are never a  
reason to stop the deal but  
a reason to close your deal.**

**Master the objection and  
you have a chance to master  
the close.**

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