OBJECTION ROOM

THE OBJECTIONS PLAYBOOK

6 Objections.
4 Steps Each.

KILL THE SMOKESCREEN · ISOLATE
OVERCOME · RE-CLOSE

HOW TO USE

THE 4 STEPS

When an objection comes up, run these four, in order.

1

KILL THE SMOKESCREEN

Acknowledge it without a fight. Find what is really holding them back.



2

ISOLATE THE OBJECTION

Confirm it is the only thing in the way.



3

OVERCOME THE OBJECTION

Handle the real objection with what they told you.



4

RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.



ONE OBJECTION AT A TIME

You can't handle two or three objections at once. Separate them. Handle one, ask what else is holding them back, then go to the next one.

OBJECTION 01 / 06 / THE CONFUSION APPROACH

I need to think about it.

1 KILL THE SMOKESCREEN

Don't fight it. Get confused out loud, then make them name the real thing.

SAY | **"I completely understand. I'm just a little bit confused because the numbers work so well. Just so I know, what is the main thing you're weighing right now? Is it the cost or the timing you need to think about?"**

2 ISOLATE THE OBJECTION

Take one answer. Then isolate it.

SAY | **"Is there anything other than the cost that's holding you back from getting started today?"**

When they say "no, nothing other than that," the cost is isolated. Now isolate the cost itself.

SAY | **"When you say cost, is it the down payment or the total amount?"**

When the number is isolated, you move to Overcome.

3 OVERCOME THE OBJECTION

Once the number is isolated, you overcome it. This step is only about the cost. There are 3 levels. Know which one you are running.

ROOKIE

The rookie takes the path of least resistance and goes for the immediate discount.

> **"I totally understand when you say that the cost is too high. I'm prepared to offer you a discount to help you move forward."**

PRO

The pro does not drop the cost. The pro adds more value.

> **"I totally understand when you say the cost is too high. Let me add these features and benefits to help justify the cost."**

EXPERT

The expert shows how affordable it truly is, and then adds more value.

> **"I totally understand when you say the cost is too high. However, let me show you how affordable this really is."**

Then break it down:

- Break it down by the day.
- Break it down by their cost of not having the product, or the peace of mind and what they're protecting.

End step 3 the same way every time.

SAY | **"Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY | **"Great, so here is the next step..."**

SAY | **"I'm going to send you an agreement for you to authorize."**

Elaborate with the proper next step for your industry. For example, ask for the card.

SAY | **"Great, will you be using a debit or credit card?"**

Then stop talking and let them answer.

OBJECTION 02 / 06 / MONEY

It's too expensive.

1 KILL THE SMOKESCREEN

Don't fight the number. Agree it is an investment, then get confused out loud.

SAY | **"I completely understand. I'm just a little bit confused because the numbers make sense."**

2 ISOLATE THE OBJECTION

It is already the cost. Go straight to which number.

SAY | **"So tell me, is it the down payment or the total amount that you think is too expensive?"**

When the number is isolated, you move to Overcome.

3 OVERCOME THE OBJECTION

Once the number is isolated, you overcome it. Work only that number. There are 3 levels. Know which one you are running.

ROOKIE

The rookie takes the path of least resistance and goes for the immediate discount.

"I totally understand when you say that the cost is too high. I'm prepared to offer you a discount to help you move forward."

PRO

The pro does not drop the cost. The pro adds more value.

"I totally understand when you say the cost is too high. Let me add these features and benefits to help justify the cost."

EXPERT

The expert shows how affordable it truly is, and then adds more value.

"I totally understand when you say the cost is too high. However, let me show you how affordable this really is."

Then break it down:

- Break it down by the day.
- Break it down by their cost of not having the product, or the peace of mind and what they're protecting.

End step 3 the same way every time.

SAY | **"Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY | **"Great, so here is the next step..."**

SAY | **"I'm going to send you an agreement for you to authorize."**

Elaborate with the proper next step for your industry. For example, ask for the card.

SAY | **"Great, will you be using a debit or credit card?"**

Then stop talking and let them answer.

OBJECTION 03 / 06 / EARLY BRUSH-OFF

I'm not interested.

1 KILL THE SMOKESCREEN

Don't fight it. Get confused out loud, then make them name the real thing.

SAY | **"I completely understand. I'm just a little bit confused because you're here to solve a problem. Just so I know, is it the overall investment you're not interested in, or is it the service itself?"**

2 ISOLATE THE OBJECTION

Take one answer. Then isolate it.

SAY | **"Besides that, is there anything else stopping you from moving forward?"**

When they say no, isolate it further.

SAY | **"Is it the down payment or the total amount?"**

3 OVERCOME THE OBJECTION

Overcome only the investment. There are 3 levels. Know which one you are running.

ROOKIE

The rookie takes the path of least resistance and goes for the immediate discount.

> **"I totally understand when you say that the cost is too high. I'm prepared to offer you a discount to help you move forward."**

PRO

The pro does not drop the cost. The pro adds more value.

> **"I totally understand when you say the cost is too high. Let me add these features and benefits to help justify the cost."**

EXPERT

The expert shows how affordable it truly is, and then adds more value.

> **"I totally understand when you say the cost is too high. However, let me show you how affordable this really is."**

Then break it down:

- Break it down by the day.
- Break it down by their cost of not having the product, or the peace of mind and what they're protecting.

End step 3 the same way every time.

SAY | **"Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY | **"Great, so here is the next step. We're going to get your first service scheduled, and all I need is, will you be using a debit or credit card?"**

Elaborate with the proper next step for your industry. For example, ask for the card.

Then stop talking and let them answer.

OBJECTION 04 / 06 / CALL ME BACK NEXT MONTH

I need more time.

1 KILL THE SMOKESCREEN

Get confused out loud. You already know how long they have been stalling and what it is costing them.

SAY **"I completely understand. I'm just a little bit confused because we've delayed this before, and delaying it again is only going to cost you more. Just so I know, is it that you need more time to decide, or is it something about the timing of getting started?"**

2 ISOLATE THE OBJECTION

Take one answer. Then isolate it.

SAY **"Is there anything other than the timing that stops you from moving forward?"**

When they say no, the timing is isolated. Now isolate the timing itself.

SAY **"Is it the start date, or how long it takes to see results?"**

3 OVERCOME THE OBJECTION

Use what they told you: how long they have stalled it, and what it is costing them.

SAY **"I would be doing you a disservice if I step away from here and we don't get the process started. This is very important to you. That way you can check it off the box without this being in the back of your mind. Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY **"Great, so here is the next step..."**

SAY **"I'm going to send you an agreement for you to authorize."**

Elaborate with the proper next step for your industry. For example, ask for the card.

SAY **"Great, will you be using a debit or credit card?"**

Then stop talking and let them answer.

OBJECTION 05 / 06 / OR PARTNER

I need to talk to my spouse.

BONUS

Don't book one-legged appointments. Always book with the spouse to avoid this objection.

1 KILL THE SMOKESCREEN

Don't fight it. Get confused out loud, then find out what they really need to discuss.

SAY | **"I completely understand. I'm just a little bit confused because you told me this is a big problem you're facing. Just so I know, what exactly do you need to discuss with her? Is it the service itself, or is it the monetary amount?"**

2 ISOLATE THE OBJECTION

Take one answer. Then isolate it.

SAY | **"Besides that, is there anything else stopping you from moving forward?"**

SAY | **"I'm sure when you and your spouse talk about this, you have a monetary amount in mind. Is it higher on the monthly side, or on the overall investment for this project?"**

When the number is isolated, you move to Overcome.

3 OVERCOME THE OBJECTION

Overcome only the spouse objection. They sat through the presentation. Their spouse didn't.

SAY | **"Your spouse wasn't here for the presentation, so they won't grasp the whole picture the way you do. If the numbers make sense, and they do, all you're doing by deciding today is saving your spouse time and saving yourself money, instead of putting yourself in this position or delaying solving this issue."**

SAY | **"Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY | **"Great, so here is the next step..."**

SAY | **"I'm going to send you an agreement for you to authorize."**

Elaborate with the proper next step for your industry. For example, ask for the card.

SAY | **"Great, will you be using a debit or credit card?"**

Then stop talking and let them answer.

OBJECTION 06 / 06 / COLD FEET

Fear of commitment.

1 KILL THE SMOKESCREEN

It's a small smokescreen, often from a bad experience in the past, even in the same industry. Don't fight it. Be direct.

SAY **"I completely understand. I'm just a little bit confused because it sounds like something may have burned you before. Just so I know, is it the cost, or is it really making the commitment to get started today?"**

2 ISOLATE THE OBJECTION

Take one answer. Then isolate it.

SAY **"Is there anything other than the commitment stopping you from moving forward?"**

When they say no, the commitment is isolated. Now isolate the commitment itself.

SAY **"Is it the overall time frame, or how long the commitment lasts?"**

3 OVERCOME THE OBJECTION

Overcome only the commitment. The commitment is protection.

SAY **"I totally understand. The commitment is a real thing, but at the end of the day, all we're doing here is protecting you. If it's a car, we're protecting you from a 15-year-old car breaking down and needing repairs you can't afford. So what you're really investing in is peace of mind."**

SAY **"Does that sound fair?"**

4 RE-CLOSE

Once they agree the objection is overcome, ask for the sale again.

SAY **"Great, so here is the next step..."**

SAY **"I'm going to send you an agreement for you to authorize."**

Elaborate with the proper next step for your industry. For example, ask for the card.

SAY **"Great, will you be using a debit or credit card?"**

Then stop talking and let them answer.

NEXT STEP

JOIN THE ROOM.

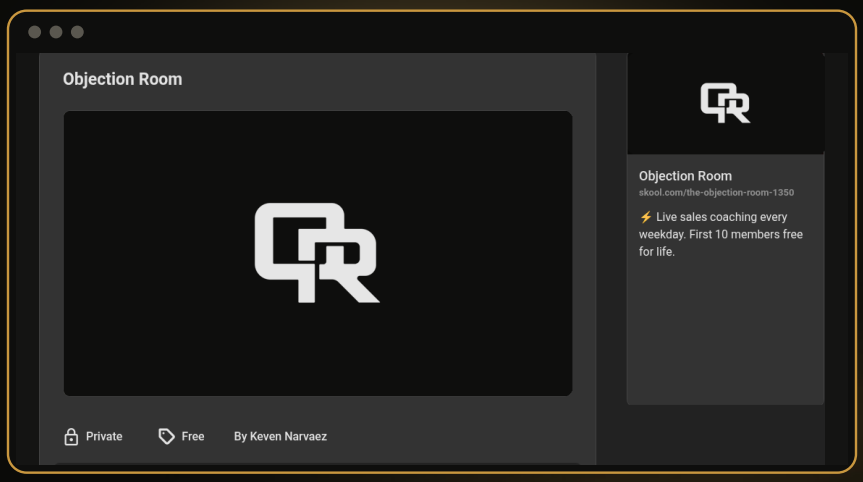
Practice these 4 steps live with other reps and closers in the private Objection Room Skool group.

LIFETIME FREE MEMBERSHIP

FIRST 10 MEMBERS ONLY · REQUEST TO JOIN

REQUEST TO JOIN →

THE ABOUT PAGE



WHAT YOU GET INSIDE

- Private Skool community of reps and closers
- Objections Playbook lessons in the Classroom
- Practice the 4 steps live with other reps
- Live trainings with calendar reminders
- We train you to close, then score your real calls.
- Not a job board.

EVERY COURSE IN THE CLASSROOM

