

# OBJECTIONS




Decide whether to address or delay.  
Delay when you need time to build value.

## 1 PAUSE & FOCUS ATTENTION ON CLIENT

THIS SHOWS THE CLIENT THEY HAVE YOUR ATTENTION & DEMONSTRATES RESPECT

## 2 MIRROR

REPEAT CLIENT'S LAST FEW WORDS AS A QUESTION .  
LOOK EXPECTANTLY - THIS  ENCOURAGES ELABORATION

## 3 CLARIFY

"CAN YOU HELP ME UNDERSTAND WHAT IS CAUSING THIS CONCERN? (& WHAT ELSE?)"

## 4 VALIDATE

**Give gift of acknowledgement**  
"I AM GLAD YOU BROUGHT THIS UP. IT IS A VALID CONCERN. I CAN SEE IT IS IMPORTANT TO YOU "

**Deduce underlying concern**  
"WHAT I THINK YOU ARE SAYING, AND PLEASE CORRECT ME IF I AM WRONG, IS ..... IS THAT CORRECT?"

## 5 ISOLATE -ENSURE NOT SMOKE SCREEN

"IF WE WERE SOMEHOW ABLE TO RESOLVE THAT COMPLETELY, WHAT ELSE WOULD PREVENT YOU FROM..... (next step)"

## 6 MENTALLY CLASSIFY

SKEPTICISM, MISPERCEPTION OR REAL DRAWBACK?

## 7 "CAN I BOUNCE A FEW THOUGHTS OFF YOU?"

ADDRESS WITH PROOF, CORRECT OR CONTEXT

## 8 CHECK

"IS THERE ANY PART OF YOUR CONCERN THAT YOU FEEL I HAVEN'T ADDRESSED?"