

LEVEL 1 OBJECTION MASTERY

Objections: Level 1- Ask Again

What is a “level 1” objection?

Examples of handling “Level 1” Objection...

1. CLIENT: “I need more time to think about it.

YOU: “Not a problem, I’ll stay with you as long as you need, what should we do?”

2. CLIENT: “Can I take some time to think this over?”

YOU: “Naturally, take your time to look the options over. What should we do?”

3. CLIENT: “These prices are ridiculous. You know you’re more money right?

YOU: “Bill I know that higher quality is a high investment, so what should we do?”

4. CLIENT: “My last plumber never charged this much.

YOU: “Yes our solutions are definitely more premium. So what should we do?”

5. CLIENT: “Why are your prices so high?

YOU: “I don’t know, why do you think we’re worth more? What should we do?”

Handle Objections: Level 1

6. CLIENT: “You expect me to buy this today?”

YOU: “I just expect you to do what’s right for your family. What should we do?”

7. CLIENT: “Do these prices compare with other contractors?”

YOU: “John these solutions are one-of-a-kind. So what should we do?”

8. CLIENT: “I’m embarrassed to admit, I didn’t think it would cost this much.”

YOU: “I understand, I didn’t expect to find these issues either. What should we do?”

9. CLIENT: “I guess I have no choice right?”

YOU: “On the contrary John, you have 6 choices. What should we do?”

10. CLIENT: “I’m an attorney and you charge more than me!”

YOU: “I understand, quality has its price. What should we do?”

LEVEL 2 OBJECTION MASTERY

Objections: Level 2 - 6-Pack

1. Offer To Remove the Top Option – (Use for any objection)

“Not a problem, I understand you want to hold off on this, but can I ask you a question?”

“Either way can we both admit that the top option is probably just too much for you at this time?” (Yes)

“That’s what I thought too, let’s look at the more economical choices down below, **what should we do?**”

2. Ask How They Normally Buy Things – (Use for think-it-overs)

“I understand this is a big decision, and you want to be certain. Part of our service that you get is for us to help you with this. Can I ask you a question to that might help you?” (Sure go ahead)

“When you purchase things that affect the health and safety of your family do you normally go with premium, mid-range or economy solutions?” (Premium)
What should we do?”

3. Ask How their (Spouse/3rd party) would purchase – (3rd party)

“That’s great that you’d like to ask them for their thoughts. That’s completely understandable. Can I ask you something though? (Sure)

When your (Wife-Uncle-Cousin) purchase things that affect the health and safety of your family do they normally do? More premium, mid-range or economy solutions?” (Premium) **What should we do?**”

Handle Objections: Level 2 “6-Pack”

4. Ask If You Did A Bad Job – (Use for any objection)

“John I’m really starting to think this is my fault. Can I ask you something personal?” (Sure)

“Did I do a bad job putting these options together for you?”

(No you did a great job)

Thanks so much for your kindness, I really appreciate that.”

“John if I really did a such a great job what would happen next? (You’d do the work) I agree so **what should we do?**”

5. Ask Them If They Had To Pick One – (When things bog down)

“John regardless of the prices, if you had to pick an option which one would you pick?”

(Probably that 3rd one)

“That’s a good choice, why do you like that one?” (service & price)

“So **what should we do?**”

6. The “You Hate It All” Takeaway – (When nothing seems to work)

“John we’ve been going around in circles on this for awhile now. I’m starting to get the idea that you hate all of the options correct?”

(No I don’t hate them all)

“Really I’m surprised? Can I ask you a question?” (Sure)

Which one do you like? (The 3rd one) That’s a good choice, why do you like got everything I need) So **what should we do?**”

LEVEL 3 OBJECTION MASTERY

Objections: Level 3 - Price

Price Objections – “Why is your price higher than (Competitors)?

“I understand because our quality and service is better, we are definitely a higher investment. But can I ask you something? (Sure) ...

1. “When was the last time you got the best service anywhere like at a restaurant or a hotel but you paid the cheapest price?” (Never)

“So what should we do?”

2. “Well John, only you would know since you saw our service and their service, why do you think we’re worth more? (Your quality)

“So what should we do?”

3. “John can I ask you what do you do for a living? (I’m a school teacher) What would happen to the quality of the work if someone did your job cheaper?” (Not good)

“So what should we do?”

4. “If I were to lower the prices, I’d have to start cutting corners on safety or reliability. Which one of those should I cut corners on?” (Neither)

“So what should we do?”

LEVEL 3 OBJECTION MASTERY

Handle Objections: Level 3 - Prices

5. “My greatest fear is that somebody would do this job cheaper. How would you feel if someone cut corners just to lower the price? (That wouldn’t work)

“So what should we do?”

6. “How do you purchase things that pertain to the health and safety of your family? (I always get the best)

“So what should we do?”

7. “When purchasing things like this that affect the safety and health of your family do you really want to hire someone cheaper or someone like me who will get the job done right the first time? (Someone like you)

“So what should we do?”

8. “I know that the quality of the service we are providing is very high. I included those choices because of your daughter Melissa. What price can you put on her comfort? (No price)

“So what should we do?”

LEVEL 4 OBJECTION MASTERY

Handle Objections: Level 4 Passion

Handling Objections using your "Passion Moment"

OBJECTION: "I don't like to be pressured into a decision."

- "Yeah I understand Bill, nobody likes pressure, but I think you may be mistaking my passion for getting this work done for you with feeling pressured. Can I ask you something?" (Sure) "Would you rather have someone like me who has a passion to serve you do the work? Or do you want someone who doesn't care as much as I do?" (Someone like you)

"So what should we do?"

OBJECTION: I know what you're trying to do but I need more time."

- "Bill, I completely get it. Maybe more time would help, I'm not sure. Can I share my greatest fear with you? (Sure) "When you told me about your daughter Jenny having bronchitis, I hated to think she'd have to go without heat. That gave me a passion to want to help you solve this problem once and for all. Was I wrong to care as much as I did for your family?" (no)

"So what should we do?"

OBJECTION: "I think we're going to have to go with the cheaper guy."

- "Janet, I understand that everyone is trying to save money. When I put these solutions together for you, John and your son Billy, I did it because I have a passion to make sure you get this job done right the first time. I just thought your family was worth these solutions. How do you feel about that?" (Yeah I see what you mean) **"So what should we do?"**

OBJECTION: Last Stand - As you are ready to leave

- "Bill, I'm about read to leave now but can I ask you something?" (sure) I just want you to know that I have a passion to get this job done for your family and that's why I put these solutions together. Do you want someone to do the job right or someone without the passion to do that? (Do it right)

"So what should we do?"

LEVEL 5 OBJECTION MASTERY

Objections: Level 5 – Passion Moment

At the end before you leave...

“I understand John, we are definitely a higher investment than your old company. But you have to remember something; nobody will have the passion that I have to make sure this job is done the right way for you and your family. Most people would just leave right now and have you find someone else to do the work cheaper. So let me ask you this... Would you rather have someone like me do the work who has the passion to hang in there and complete this job? Or someone who would give up in the middle of it?”

(Yeah someone like you)

“So what should we do?”

The tough job ...

“John we both realize after scraping our knees in your crawlspace that this job will be a tough one right? (Yes) So let me ask you this... Would you rather have someone like me that will hang in there and finish when the going get's tough? Or someone who quits in the middle of the job?”

(Yeah someone like you)

“So what should we do?”

Lock the door...

“John I was ready to leave when I first got here but then you convinced me that your kids and your family really needed this job done. So you have to understand one thing...

I'm not leaving here until we come to an agreement to get those kids and your family the (heat-cooling-hot water) they deserve. Do you want to continue to bring this to a conclusion or do you want me to leave?”

(No let's get this thing fixed)

“So what should we do?”