

## TIPS FOR HANDLING OBJECTIONS

1. Validate the objection to make sure that it is the true objection.
2. Ask a question to summarize their concern and show you understand.
3. Empathize with them and give an example of someone else who had the same concern or objection
4. Answer the objection and state the benefits of your product or service and how it will answer their need or want.
5. Ask for action by providing options to make it easy for them to say YES.