# Handling Objections

Handling objections well is a core sales skill – especially in the trades , where Customers often have concerns about price, timing, or trust. The key isn't to argue or push harder, but to listen, understand and guide the client toward a solution.

- Stay Calm and Open-Minded
  - Don't get defensive or take things personally
  - Objections are a sign of interest, not rejection
  - Treat objections as a chance to clarify and help, not to "win"

- Listen Without Interrupting
  - Let your customer fully explain their concern
  - Show genuine interest in what they're saying
  - People want to feel heard before they're ready to listen

- Acknowledge the Concern
  - Say " I completely understand – that's a fair question"
  - A lot of customers ask the same thing at this stage"

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# Handling Objections (continued)

- Ask Clarifying Questions
  - Dig deeper to fully understand the *real reason* behind the objection
    - Say "is it just the price, or is it something specific in the quote?"
      "What's your main concern – budget, timing, or something else?"

- Reframe the Value
  - Focus on outcomes, benefits, and peace of mind – not just cost or features
    - Say " We use high quality materials and products that reduce the risk of callbacks and last longer – that's part of the prices, but it saves you in the long run."

- Offer Options (If Appropriate)
  - Suggest flexible timing, staging the job or removing non-essential extras

  - Stay Confident and Professional
  - Confidence reassures the customer they're making the right decision

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# Handling Objections (continued)

- Stay Confident and Professional
  - Confidence reassures the customer they're making the right decision
  - Avoid lowering the price overall but discuss options for adjustment if possible

- Ask for Feedback
  - Even if they don't go ahead , ask what influenced their decision
  - Feedback helps you identify where you need to improve

- Follow Up Again Later
  - If the customer advises they are not ready now, set a reminder to call them back
  - Once again ask for their permission so it is not a surprise when you call.

- Stay Helpful, Not Pushy
  - Your tone should always be relaxed, professional and confident
  - Your goal is to help them make a good decision, not force a sale

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