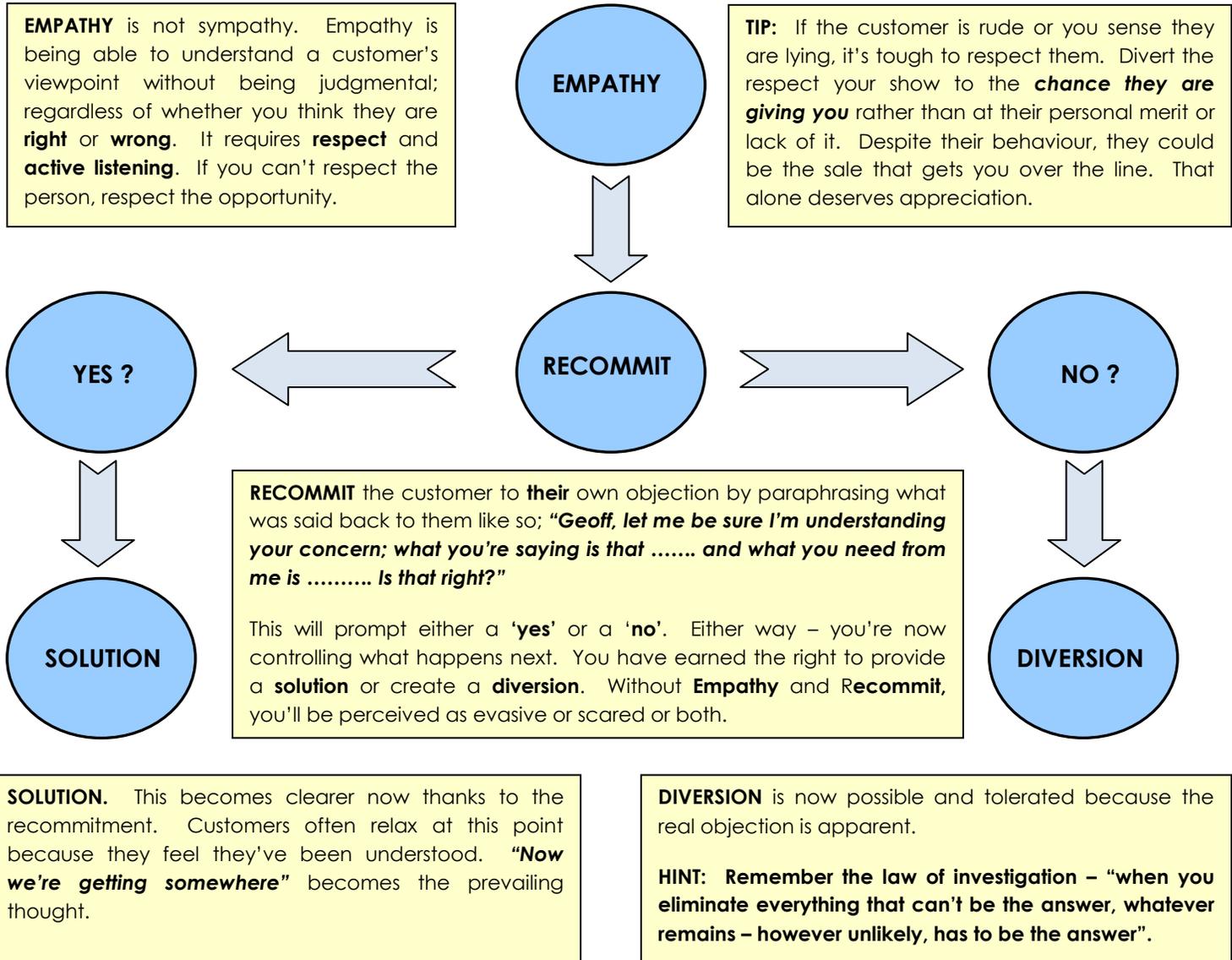


## HANDLING OBJECTIONS

Understand that the best way to overcome objections is to prevent them from happening. Most objections repeat themselves with slight if any variation. The longer you spend in consultation, the less you'll encounter objections but when you do, here's a template to assist you to overcome them.



The management of objection is a major part of your job and skill here can really differentiate you from your rivals. Many of your rivals probably contributed to the reasons your customers feel the need to object. Don't take belligerence or bad attitude personally. Just be glad you aren't like it.

