

# OBJECTIONS

The image features a dark blue background with a subtle pattern of light blue hexagons. In the center, the word "OBJECTIONS" is written in a large, bold, white, sans-serif font. The text is flanked by decorative elements: on the top right, there are white and yellow hexagonal shapes, including a white hexagon with a yellow outline and a solid yellow hexagon. On the bottom left, there are yellow hexagonal shapes, including a white hexagon with a yellow outline and a solid yellow hexagon, along with a yellow trapezoidal shape.

# OBJECTIONS

1. **Price objections** – When prospects raise concerns about the cost of the product or service being offered
2. **Product objections** – When prospects have concerns about the product or service itself, such as its quality or effectiveness
3. **Timing objections** – When prospects feel that the timing is not right for the purchase, such as during economic downturns or when they are facing other financial obligations
4. **Competition objections** – When prospects are considering other products or services from competitors
5. **Authority objections** – When prospects lack the authority or decision-making power to make a purchase

# OBJECTIONS

- **Ask open-ended and probing questions to understand the prospect's situation, needs, wants, and motivations**
- **Listen actively and paraphrase to ensure that you have understood the prospect's concerns and objections correctly**
- **Acknowledge the concern or objection and offer solutions or alternatives that address the prospect's concerns or objections**
- **Emphasize the benefits of the product or service and how it can meet the prospect's needs or wants**

# OBJECTIONS

## **"I already have insurance."**

- Explain the benefits of having an additional policy, such as increased coverage or lower deductibles
- Offer a policy review to see if the prospect's current policy is meeting all of their needs

## **"It's too expensive."**

- Provide information on the value of the policy and how it can save the prospect money in the long run
- Address any misconceptions the prospect may have about the cost of insurance

# OBJECTIONS

## **"I need to think about it."**

- Address any concerns or objections the prospect may have
- Build a sense of urgency to start the policy today

## **"I'm not interested."**

- Highlight the unique features and benefits of the policy
- Use social proof by sharing stories of other clients who have benefited from the policy

# OBJECTIONS

## **Reframing Objections:**

- **Prospect:** "I don't have the budget for this policy."
- **Agent:** "I understand that the cost of the policy may seem high, but it's important to consider the long-term benefits and protection that it provides."

## **Asking for Commitment:**

- This technique involves asking the prospect to commit to a specific action, such as scheduling a follow-up appointment or signing up for a policy.

## **Trial Closes:**

- **Agent:** "Based on what we've discussed, it sounds like this policy meets your needs. What is your account and routing number?"