

📄 Objection Handling Template (No Fluff Edition)

Turn objections into opportunities.

Work through all 5 steps for each objection. Write them down.

Step 1: List Common Objections

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Clarify the Real Concern

Objection: _____

Underlying concern: _____

Step 3: Your Core Response

Response: _____

Step 4: Backup with Proof

Proof: _____

Step 5: Reframe as a Benefit

Reframe: _____

📄 Example (Objection: 'Too expensive')

Objection: Too expensive

Underlying concern: They don't see the value yet

Response: I hear you. Many clients felt the same at first, until they saw the ROI we deliver.

Proof: Our average client saves 20% in costs within 3 months.

Reframe: That's exactly why clients choose us — because the investment pays back quickly.

Quick Reminders

✓ Stay calm — objections = interest.

✓ Listen fully — don't interrupt.

✓ Answer with empathy + authority.

✓ Always finish with a next step question.

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