

**LISTEN AND  
ACKNOWLEDGE**

1

Listen closely to identify the objection and don't interrupt!  
Acknowledge the objection by rephrasing it.

**SOUNDS LIKE...**

“

Oh, ok...  
I hear what you're saying...  
I understand...

”

**QUESTION  
TO CLARIFY**

2

Use questions to isolate the objection & clarify the TRUE objection before you attempt to handle it.

“

So, is there a budgeted number for this change?  
Would dedicating time to implement this be a concern?

”

**OVERCOME  
WITH VALUE**

3

Address the objection using felt/found, a benefit, or a story.

“

Other companies  
Concerned about budget  
have found cost savings...  
Let's discuss how this can  
integrate with your current  
system to save time...

”

**CHECK AND  
MOVE ON**

4

Confirm you answered their concerns.  
Push forward to next steps or a close.

“

Does that make more  
fiscal sense?  
Are those benefits and steps  
to implementation clear?

”