

# Overcoming Objections

## Action Steps to Get Started

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### **OBJECTIONS**

Objections are people's way of saying NO to things they don't completely understand or see no value in. Our job is to overcome them both.

### **ANTICIPATE OBJECTIONS & QUESTIONS**

1. Address objections during your conversation. Don't wait until they bring it up. The more objections that you address during the conversation, the more reasons you are giving them to buy after the conversation!
2. Have confidence – understanding your product and the delivery of service will allow you to have a posture of confidence. This is a must!!
3. Write down as many objections as you can and practice on what would be the best way to address that objection.
4. Turn their excuse not to buy into reasons to buy!!