

Activity 18-A
Dealing with Objections For
Constructive Outcomes

Develop a series of responses/questions that could be offered at the moment the suspect/prospect/customer poses an “objection”. Develop your response below and role-play verbalizing what you have written:

Identify a product or service that you would present: _____

Identify a “Qualified Prospect Profile” that you would be talking with: _____

Identify a typical objection that you might hear: _____

What sort of question would you say now to qualify and quantify that “objection” (write out your words here): _____

Assume the prospect/customer gave an affirmative response to your question, how would you address that “objection” in your new PRESENTATION step (what Fact/Feature-Benefit-Naildown sequences would you use): _____
