

# Handling Objections - There Are Only Two Types

PRICE?

TIMING?

COMPETITION?

URGENCY?

TRUST?

**OBJECTIONS**



Prospect Does  
Not  
Believe In  
Your Diagnosis

Prospect Does  
Not Believe  
In Your  
Solution

Objections Are Disguises And When  
You Drill Down To The Root Cause  
Analyse The Two Areas Above

