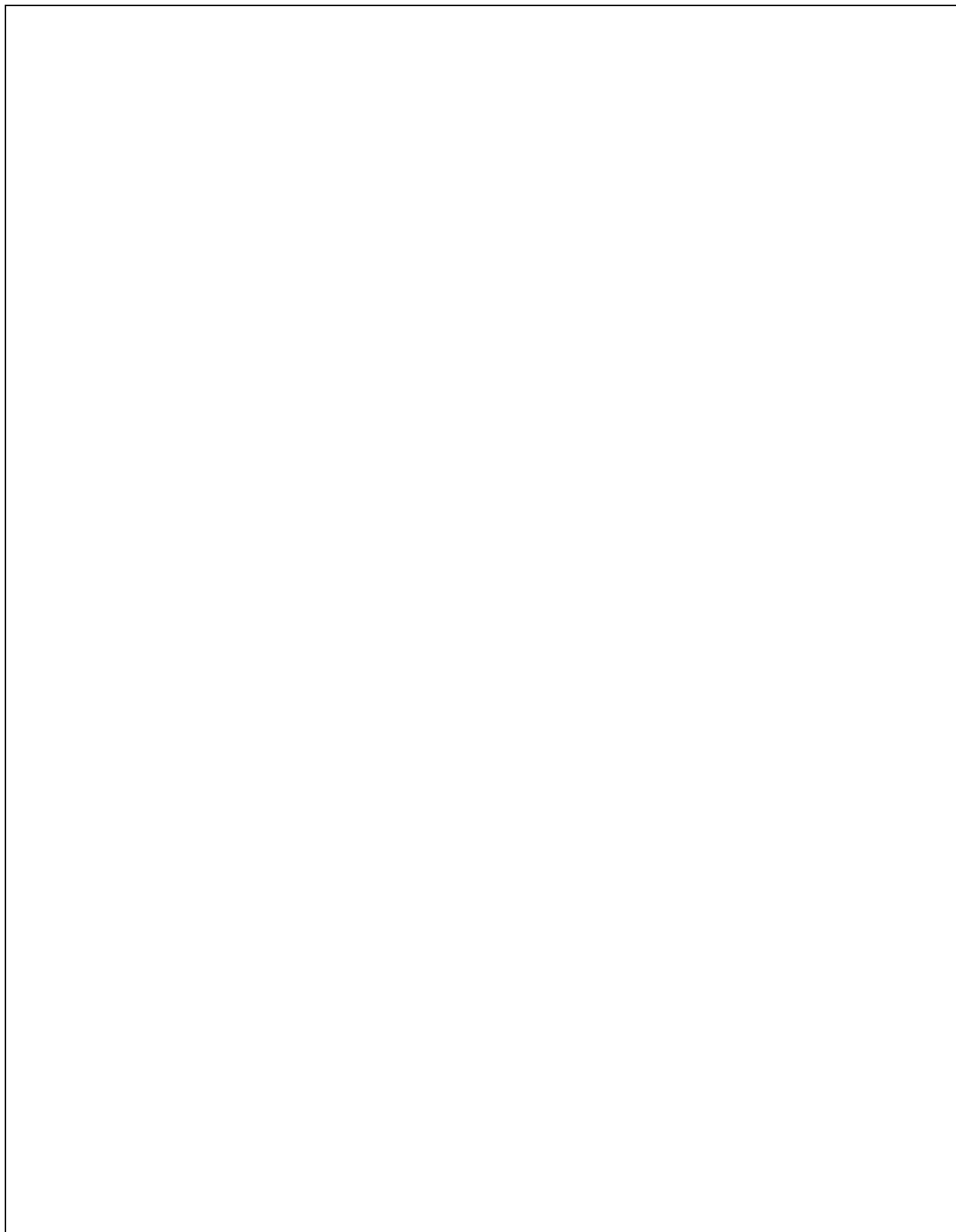


Handling Objections – There Are Only Two Types

Write down all of the common objections that you receive:



Now go back over those objections and classify the objections into “Diagnosis” problem or “Solution/Value” problems.

They will all fit into one of those 2 categories.

Which of the following objections are “Diagnosis” issues and which are “Solution/Value” issues:

Trust	
Price	
Urgency	
Competition	