



# **HUSTLIFY**

## **Objection Diffuser**

# The 3-Step Objection Diffuser Framework

## 1. CLARIFY

**Don't assume. Dig deeper.**

Usual Thoughts:

- Salesperson: "Oh, not this again... I've heard this objection a hundred times. I know what they mean. Let me just handle it quickly."
- Prospect: "I'm not sure about this... but I don't want to sound difficult or get sold harder, so I'll say something vague."

**When they say "it's too expensive" or "I need to think about it," they could mean anything.**

**Your job:**

**Uncover the REAL meaning behind the words. Most objections are just unclear concerns. If you assume instead of asking, you could easily miss the truth and lose the sale.**

**Ask:**

- "When you say [X], what do you mean by that?"
- "How do you mean by that?"
- "Can you help me understand what makes you say that?"
- "Why do you feel that way?"
- "Where did that idea come from, if you don't mind me asking?"

**This step flips surface-level objections into concrete concerns you can actually address.**

## 2. DISCUSS

**Validate. Don't defend.**

Usual Thoughts:

- Salesperson: "I need to defend my offer. I need to convince them. If I give them more info, they'll get it."
- Prospect: "I don't want to be pushed. I just want to be understood."

**Most closers mess up here. They jump into proving why the prospect is wrong. They use facts, logic, case studies... and they completely miss the emotional tension underneath.**

**Don't.**

## **Instead:**

- Treat it like a friendly convo, not a courtroom debate.
- Stay curious, not reactive.
- Show empathy. You're on the same team.
- 

## **Say things like:**

- "That totally makes sense. A lot of people feel the same way."
- "So what I'm hearing is that your main concern is [X]. Am I on track?"
- "Let's unpack that together."

## **Remember:**

**The goal is not to win an argument. It's to understand them better than anyone else ever has.**

### **3. DIFFUSE**

**Shift the lens.**

**Let them solve it.**

**Usual Thoughts:**

- **Salesperson:** "Okay, I clarified and discussed it. Now I need to close this fast before they disappear."
- **Prospect:** "I kind of want this, but I'm nervous. I don't want to make a mistake."

**Now that they trust you, it's time to help them resolve their own objection.**

**You're not convincing them. You're helping them think clearly.**

## Use framing questions like:

- "Suppose that wasn't an issue – would this be the right fit for you?"
- "If there was a way to make that work, would it be worth looking into?"
- "What other options do you have to work around that?"
- "Can I make a suggestion?"

Then tie it back to what they said they wanted.

You could ask:

- "Let's say we could split this into two payments – would that make it easier for you to move forward today?"

- "If you started seeing results in the first 30 days, would the price still feel like a concern?"
- "If we solved this now, how would it affect your next 3 months?"
- "What's riskier: investing now or staying stuck where you are for another 6 months?"

**This is where many buyers finally say:  
"You know what... let's just do it."**

# Most Common Objections + Sample Diffusing Conversations

## 1. "It's too expensive."

### Clarify:

Closer: "Totally fair. Just so I understand – when you say it's too expensive, do you mean compared to something else you've seen or in general?"

### Discuss:

Prospect: "I just didn't expect it to be this much."

Closer: "That makes sense. Most people I talk to are a bit surprised at first too. So let me ask – outside of price, does it sound like the right solution for you?"

### Diffuse:

Prospect: "Yeah, it does."

Closer: "Cool. So if we could break it into 2 or 3 payments, would that make this more manageable so you can get started without waiting?"

## 2. "I need to think about it."

### Clarify:

Closer: "Absolutely. Can I ask – what exactly are you thinking through? Is it the price, the offer itself, or just the timing?"

### Discuss:

Prospect: "I guess a bit of all that."

Closer: "Totally makes sense. Let's break it down – is there anything you're unsure about or not feeling 100% confident in yet?"

### Diffuse:

Prospect: "I'm just nervous to make the wrong call."

Closer: "I hear you. Quick question – if this works exactly the way we discussed and gets you [result], how would that feel 30 days from now? Is that something worth a yes today?"

### 3. "Now's not the right time."

#### Clarify:

Closer: "Yeah, timing is everything. Just curious – what would need to happen for it to be the right time?"

#### Discuss:

Prospect: "I've got too many things going on right now."

Closer: "That's fair. Let me ask you this – is this something that'll still matter to you in 3 months?"

#### Diffuse:

Prospect: "Yeah, it probably will."

Closer: "Then what's riskier – starting now and getting ahead, or waiting and losing more time and momentum?"

#### 4. "Is this legit? Sounds too good to be true."

##### Clarify:

Closer: "Totally get it. What part specifically feels too good to be true?"

##### Discuss:

Prospect: "Just sounds like a big promise."

Closer: "Fair enough. Let me walk you through the process step-by-step so you can see where results come from – not just promises."

##### Diffuse:

Prospect: "Okay."

Closer: "And if you could test this for 30 days with minimal risk, would that give you the peace of mind to try it?"

# Disclaimers & Final Guidance

-  **Want more real-world objection examples?** Get our Objection Handling Cheat Book with 50+ responses and scripts used by our top closers.
-  **Context matters.** Cultural nuances, language differences, and communication styles will impact how objections sound and how you should respond. Always adapt to the person in front of you.
-  **Take it deeper.** This framework is just a glimpse of what we teach. If you want to truly master the psychology of selling, check out our full Hustlify Sales Training Program.
-  **Don't chase bad fits.** If someone isn't qualified, isn't serious, or keeps throwing smoke after these steps, let them go. Time spent on the wrong person costs you more than a no.

[huslify.in](https://huslify.in)

