

# Objection Handling

## Common customer objections and how to respond to them

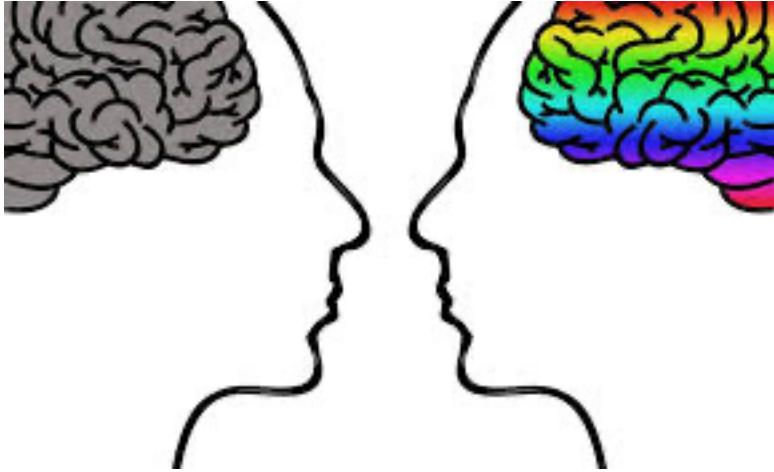


“

**The universe  
is made up  
of stories,  
not of atoms**

Muriel Rukeyser

”



Use **Storytelling** Techniques  
while handling objections



**ETHOS, PATHOS  
AND LOGOS,  
AND HOW  
IMPORTANT  
THEY ARE FOR  
PROMOTING  
YOUR BUSINESS**

## Objection # 1 : Kitchens in steel?

### Objection

Customer is unable to see steel as a better option compared to wood for home decor

### Response

Step 1: Problems with using wood : flammable, pest infestation, water sensitive

Step 2 : Explain Bethliving's 9 product features and highlight the ones that will address the customer's needs

Share the advantages of steel.



## Objection # 2 : Steel Kitchens Rust

### Objection

Steel can rust.

### Response

The products have 2 layers of protection.

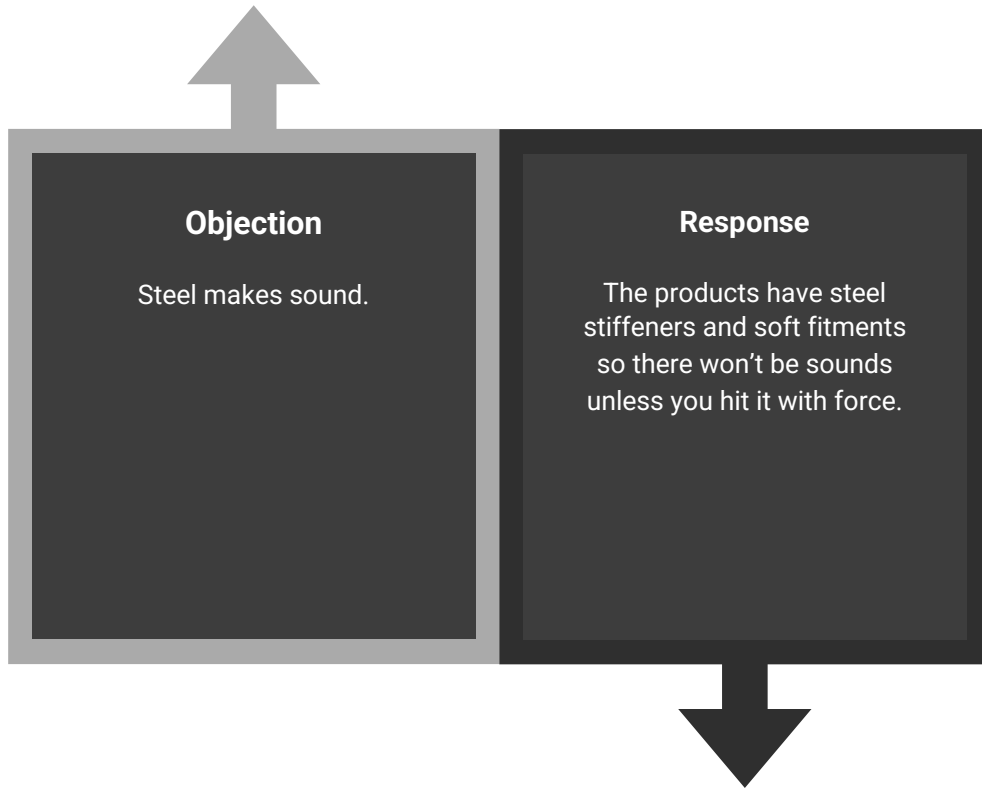
First, Mild steel is zinc coated (galvanised) .

Second, based on the customer's choice of colour, it is epoxy coated.

Chances of rusting is remote.



## Objection # 3 : Steel kitchens will be noisy to use



## Objection # 4 : Steel Kitchens will be cold

### Objection

Steel can make the room colder.

In hot weather, the room will be hot.

### Response

There is no discernible difference in the room temperature because of steel.





## Objection # 5 : Steel Kitchens can give you an electric shock

### Objection

Steel units can give you a shock.

### Response

NO

Do trains, buses and flights give you a shock? Their outer body is made up of metal!

In addition, the legs of all units are made of PP.



## Objection # 6 : Aesthetics / Look

### Objection

Customer is not convinced about the aesthetics of steel products for their homes.

### Response

Step 1: Ask them what they are looking for in colour, finish and overall look

Step 2 : Show them the range of options at Bethliving and it can be customized to their needs

Bethliving has a massive range of options for product colour and finish.



## Objection # 7 : Installation Duration

### Objection

Your installation time  
will take time.  
Wooden modular guys  
finished it in half a day.

### Response

Bethliving products are  
module based which means  
installation is quick. This  
also makes renovation  
easier and quicker because  
we can work with only the  
necessary modules and add  
new modules easily.

Bethliving products are  
module based so they can be  
fixed, removed or added easily.



## Objection # 8 : Expensive

*Steel does not become old; needs no replacement*

### Objection

Customer thinks they cannot afford steel kitchens. Wood kitchens would be a cheaper option.

### Response

Response 1: Bethliving has a product for every customer budget. They can add what they want at any time.

Response 2 : Durability is high and maintenance is low. Wood is the opposite case.

To keep in mind : Bethliving has products for every wallet and every kitchen size.



## Objection # 9 :

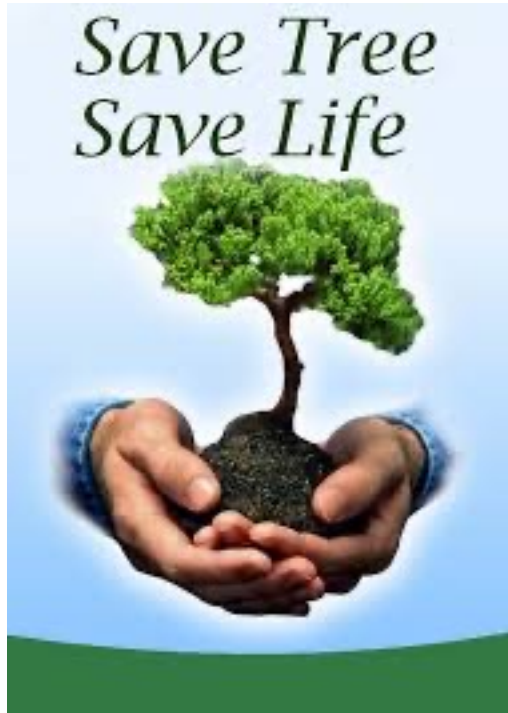
Comparison with local producers of cabinets /  
Not interested in steel kitchens



When every other item in your kitchen is **precision-engineered**, why settle for less when it comes to cabinets?

Bethliving uses precision engineering to manufacture your cabinets just like how your cars are made.

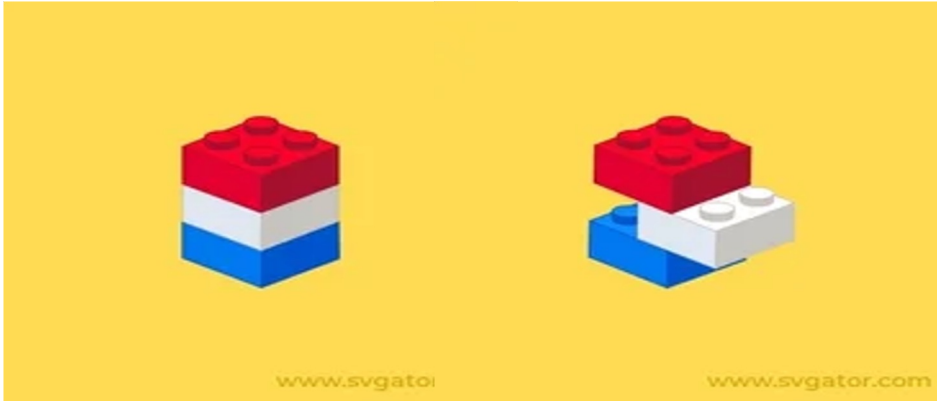
## Objection # 10 : Price comparison with wooden cabinets



Every Bethliving kitchen saves 2-3 trees from being cut. Also, the manufacturing process leaves very little carbon footprint.

Bethliving kitchens are for life! Just like the vessels in your kitchen, they do not look old or need to be replaced!

## Objection #11 : Expensive if I need to modify



Bethliving products are module based so they can be fixed, removed or added easily.

Bethliving kitchens grow with you!

*Share the story where a customer replaced 2 door unit with a dishwasher! And they used the 2 door unit separately as a cupboard as every unit is modular!*

Objection #12 :  
Not interested in steel kitchens



When a car part needs replacement, you just replace that. You do not live with a defective part.

When a screw / hinge is broken in your kitchen wooden kitchen, why do you put up with it?

Move to steel cabinets; you need to replace just the screw or hinge, just like the automobile part!



Thank You