

# Objection Handling

## Common customer objections and how to respond to them

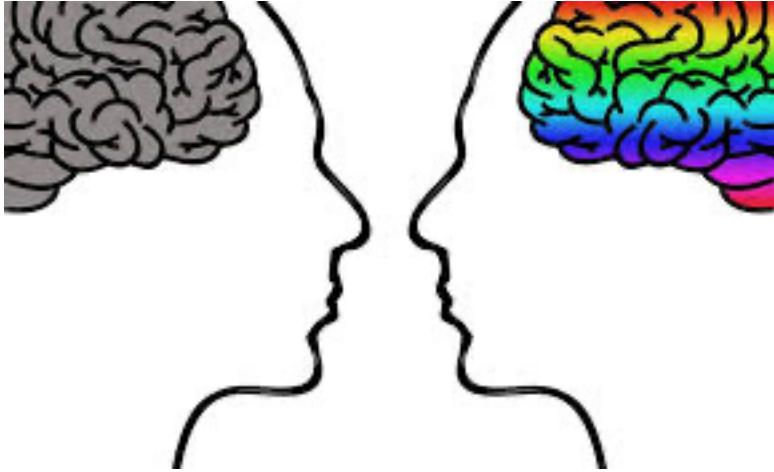


“

**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**

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