

Module 8: Handling Objections

Action Worksheet

Name: _____

Date: _____

Part 1: Objection Handling Self-Assessment

Rate yourself on each objection handling skill (1=Needs Improvement, 5=Excellent):

Skill	Rating (1-5)	Notes
Listening completely without interrupting		
Acknowledging and validating concerns		
Clarifying to understand root cause		
Isolating objections		
Responding with value and proof		
Confirming resolution		
Advancing after resolving objection		
Staying calm and professional		
Preventing objections through discovery		
Handling price objections confidently		

Total Score: _____ / 50

Areas for Improvement:

- 1.
- 2.
- 3.

Part 2: Common Objections Inventory

List the top 10 objections you hear most frequently:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Part 3: Objection Handling Framework Practice

For each of your top 3 objections, use the 7-step framework:

Objection #1: _____

Step 1 - Listen: What are they really saying?

Step 2 - Acknowledge: How will you validate their concern?

Step 3 - Clarify: What question will you ask to understand the root cause?

Step 4 - Isolate: How will you determine if this is the only objection?

Step 5 - Respond: How will you address this objection with value?

Step 6 - Confirm: How will you confirm you have resolved their concern?

Step 7 - Advance: What next step will you propose?

Objection #2: _____

Step 1 - Listen: What are they really saying?

Step 2 - Acknowledge: How will you validate their concern?

Step 3 - Clarify: What question will you ask to understand the root cause?

Step 4 - Isolate: How will you determine if this is the only objection?

Step 5 - Respond: How will you address this objection with value?

Step 6 - Confirm: How will you confirm you have resolved their concern?

Step 7 - Advance: What next step will you propose?

Objection #3: _____

Step 1 - Listen: What are they really saying?

Step 2 - Acknowledge: How will you validate their concern?

Step 3 - Clarify: What question will you ask to understand the root cause?

Step 4 - Isolate: How will you determine if this is the only objection?

Step 5 - Respond: How will you address this objection with value?

Step 6 - Confirm: How will you confirm you have resolved their concern?

Step 7 - Advance: What next step will you propose?

Part 4: Price Objection Mastery

“Your rates are too high”

My Clarifying Question:

My Value Reframe:

My Proof/Case Study:

My Confirmation Question:

“I can get cheaper financing elsewhere”

My Acknowledgment:

My Differentiation Statement:

My Total Cost Comparison:

My Next Step:

Part 5: Timing Objection Mastery

“I need to think about it”

My Response to Uncover Real Concern:

My Urgency Creation Statement:

My Proposed Next Step:

“Now is not a good time”

My Clarifying Questions:

My Response:

My Follow-Up Plan:

Part 6: Authority Objection Mastery

“I need to talk to my partner/spouse”

My Isolation Question:

My Offer to Include Partner:

My Internal Selling Support:

My Follow-Up Schedule:

Part 7: Advanced Technique Practice

Feel, Felt, Found Technique

Objection: _____

My Response: “I understand how you feel. Other clients have felt _____.

Here is what they found: _____.”

Boomerang Technique

Objection: _____

My Response: “You said _____. *That is exactly why* _____.”

Question Technique

Objection: _____

My Reframing Question:

Comparison Technique

Objection: _____

My Comparison: “I understand _____ feels significant. Let me put that in perspective: _____.”

Part 8: Objection Prevention Through Discovery

Discovery Questions That Prevent Objections:

To Prevent Price Objections:

To Prevent Timing Objections:

To Prevent Authority Objections:

To Prevent Trust Objections:

To Prevent Need Objections:

Part 9: Objection Handling Mistakes Audit

Review your recent objection handling. Have you made any of these mistakes?

Mistake	Yes/No	How to Improve
Arguing or getting defensive		
Dismissing the objection		
Responding too quickly		
Providing too much information		
Not confirming resolution		
Creating new objections		
Giving up too easily		

Biggest Mistake I Need to Fix:

Action Plan:

Part 10: Objection Handling Scripts

Create your own scripts for common objections:

“Your rates are too high”

“I need to think about it”

“I can get cheaper financing elsewhere”

“I need to talk to my partner”

“I am working with another lender”

“Your timeline is too long”

“I do not have the down payment”

Part 11: Role Play Practice Log

Practice objection handling with colleagues:

Date	Objection Practiced	Partner	Feedback Received

Key Learnings from Role Play:

- _____
- _____
- _____

Part 12: Real-World Objection Tracking

Track objections you encounter and how you handle them:

Date	Client	Objection	How I Handled It	Outcome

Objection Resolution Rate: _____ %

Most Common Objection: _____

Objection I Handle Best: _____

Objection I Need to Improve: _____

Part 13: 30-Day Objection Handling Improvement Plan

Week 1: Preparation

- ☐ Create objection handling guide for top 10 objections
- ☐ Write scripts for each common objection

- ☐ Gather case studies and proof for responses
- ☐ Review objection handling framework daily

Week 2: Practice

- ☐ Role play objection handling 3 times this week
- ☐ Record myself handling objections on calls
- ☐ Get feedback from manager on objection handling
- ☐ Refine scripts based on what works

Week 3: Prevention

- ☐ Improve discovery questions to prevent objections
- ☐ Address potential objections proactively in presentations
- ☐ Track which objections decrease due to better discovery
- ☐ Continue practicing advanced techniques

Week 4: Mastery

- ☐ Handle all objections using 7-step framework
- ☐ Track objection resolution rate
- ☐ Identify patterns in successful objection handling
- ☐ Share best practices with team

Part 14: Objection Handling Confidence Builder

Answer these questions to build confidence:

What is the most challenging objection I face?

Why does this objection challenge me?

What do I need to believe to handle this objection confidently?

What proof or case studies can I use to support my response?

How will I practice this objection until I am confident?

Part 15: Reflection & Commitment

After completing this module, answer these questions:

What is my biggest takeaway about objection handling?

What objection will I focus on mastering first?

What specific action will I take this week to improve my objection handling?

How will I measure my objection handling improvement?

My commitment to objection handling excellence:

I commit to viewing objections as opportunities, not obstacles. I will listen completely, validate concerns, and respond with value and confidence. I will track my objection handling effectiveness and continuously improve.

Signature: _____ **Date:** _____

Complete this worksheet thoroughly and refer back to it regularly. Effective objection handling is the difference between average and exceptional salespeople—master this skill and you will dramatically increase your close rate.