

Module 8: Handling Objections

Role-Specific Application Guide & Video Resources

Supplemental Training Material



Video Resources for Module 8

Core Objection Handling Training

“9 Minute Training To Destroy Any Sales Objection”

<https://www.youtube.com/watch?v=mDWUpuumAuo>

Duration: ~9 minutes

Sales expert Jeremy Miner reveals how to reframe objections and close more deals by breaking down mental barriers.

“Sales Training // The Ultimate Guide to Overcoming Objections” - Andy Elliott

<https://www.youtube.com/watch?v=EzB8KZc3XRM>

Duration: ~42 minutes

Comprehensive guide to overcoming objections that will explode your sales.

“How to Handle Objections in Sales”

<https://www.youtube.com/watch?v=Fuhn56v9Nr0>

Duration: ~15 minutes

The very best strategy for handling objections is simple sincerity, transparency, and answering the root of their concern.

“From No to Yes: Mastering Sales Objections”

<https://www.youtube.com/watch?v=o1qQfsD46iE>

Duration: ~12 minutes

Objections are actually opportunities in disguise—your golden ticket to better understanding your prospects and sealing the deal.

“How To Prevent Every Sales Objection (Full Masterclass)”

https://www.youtube.com/watch?v=_YEpn6s6DIY

Duration: ~30 minutes

Complete masterclass on preventing objections before they arise through effective discovery and presentation.

“Dealing with Objections”

<https://www.youtube.com/watch?v=yIH5emU7JRA>

Duration: ~10 minutes

When you’re asked a question or given an objection, say “I understand” and use this framework.

“How to Overcome 4 Common Sales Objections”

<https://www.youtube.com/watch?v=OjKwfefebTg>

Duration: ~8 minutes

Chris shares advice for getting past objections when talking to prospects.

Role-Specific Applications

For Ronald (Head of Client Relationships) - PRIMARY FOCUS

Your Role in Module 8:

Ronald, objection handling is where your relationship-building skills and expertise combine. You will face objections on almost every deal. Your ability to handle them professionally and effectively determines your close rate.

Key Focus Areas:

1. The Objection Handling Mindset

Your mindset about objections shapes how you handle them.

Mindset Shift:

Stop viewing objections as obstacles and start viewing them as opportunities. When a prospect raises an objection, they are engaging with you. They are telling you what concerns them and what they need to understand better. This is valuable information that helps you close the deal.

Welcome Objections:

The worst thing a prospect can do is say “Sounds great, let me think about it” and then ghost you. Objections are better because they give you something to work with. Welcome them: “I’m glad you brought that up. Let’s discuss it.”

Confidence is Key:

Your confidence in handling objections is contagious. If you are nervous or defensive, prospects feel uncertain. If you are calm and confident, prospects feel reassured. Practice until your objection handling feels natural and confident.

2. The 7-Step Framework (Ronald’s Detailed Version)

Step 1: Listen Completely (Critical)

When an objection arises, stop talking and listen. Do not interrupt, do not start formulating your response, just listen. Listen to their words, their tone, their emotion. Are they frustrated? Confused? Genuinely concerned? Understanding the emotion helps you respond appropriately.

Body Language While Listening:

Nod to show you are listening. Maintain eye contact (on video calls, look at camera). Take notes. Do not cross your arms or look defensive. Your body language should communicate “I hear you and I care about your concern.”

Step 2: Acknowledge and Validate (Build Trust)

Never dismiss or minimize an objection. Acknowledge it as legitimate and validate their concern. Use phrases like:

- “I understand why that’s important to you”
- “That’s a fair concern”
- “I appreciate you bringing that up”
- “I would have the same question if I were in your position”

This lowers their defenses and makes them more receptive to your response. They need to feel heard before they will listen to your answer.

Step 3: Clarify the Objection (Most Important Step)

Before responding, make absolutely sure you understand the real objection. Surface-level objections often mask deeper concerns.

Clarifying Questions:

- “Help me understand—when you say [objection], what specifically concerns you?”
- “What are you comparing that to?”
- “Tell me more about why you feel that way”
- “Is it [X] or is it [Y]?”

Example:

Prospect: “Your rate is too high.”

You: “I understand. Help me understand—when you say the rate is too high, what rate were you expecting?” or “What are you comparing our rate to?”

This question reveals whether they are comparing you to banks (unrealistic), other private lenders (competitive), or just have sticker shock (need education).

Step 4: Isolate the Objection (Prevent Whack-a-Mole)

Determine if this is the only objection or if there are others lurking. You do not want to solve one objection only to discover three more.

Isolation Question:

“I appreciate you sharing that concern. If we can address [objection], is there anything else that would prevent you from moving forward?”

Two Possible Responses:

If they say “No, that’s the only thing,” you know that solving this objection should lead to a close.

If they say “Well, I also have concerns about...” now you know there are multiple objections. Address them all before trying to close.

Step 5: Respond with Value (Customized, Not Scripted)

Your response should be specific to their situation, not a generic script. Connect your response back to their needs and goals uncovered in discovery.

Response Framework:

- Reframe the objection in context of value
- Provide proof (case studies, testimonials, data)
- Compare to alternatives (total cost, opportunity cost)
- Tie back to their specific needs and goals

Example (Rate Objection):

“I appreciate that you’re being cost-conscious—that’s smart. Let me put our rate in perspective. You mentioned that your biggest concern is closing on time so you don’t lose the deal to another buyer. Our rate is [X]%, and here’s what you get for that: we close in 10-14 days, we fund 99% of deals we approve, and we have a dedicated team managing your loan.

I recently worked with an investor in a similar situation. He was comparing us to a cheaper lender. He chose us because the cheaper lender delayed his closing twice, and he almost lost the deal. He told me afterward that our rate was the best money he ever spent because it protected a \$50,000 profit.

When you factor in the opportunity cost of losing this deal or the stress of unreliable funding, our rate actually saves you money. Does that help you see the value?”

Step 6: Confirm Resolution (Do Not Assume)

After responding, confirm that you have addressed their concern. Do not assume you have resolved the objection—get explicit confirmation.

Confirmation Questions:

- “Does that address your concern about [objection]?”
- “How does that sound?”
- “Does that make sense?”
- “Do you feel comfortable with that?”

If They Say Yes: Move to Step 7 (advance the sale).

If They Say No or Hesitate: Probe deeper. “What still concerns you?” or “What else do you need to understand?” There is still an unresolved concern.

Step 7: Advance the Sale (Maintain Momentum)

Once the objection is resolved, move forward immediately. Do not linger on the objection or invite more concerns. Keep momentum toward the close.

Advancement Statements:

- “Great. So the next step is to complete the application. Can we schedule 30 minutes tomorrow for me to help you with that?”

- “Perfect. Let’s move forward. I’ll send you the application link and we can get started.”
- “Excellent. I’ll prepare the term sheet and have it to you by end of day. Sound good?”

3. Handling Specific Objections (Ronald’s Approach)

“Your rates are too high”

What They Are Really Saying: “I don’t yet see enough value to justify this investment” or “I’m comparing you to cheaper options and need help understanding the difference.”

Ronald’s Response Framework:

1. Acknowledge and clarify: “I understand rate is important. What rate were you expecting?” or “What are you comparing our rate to?”
2. Reframe around value: “Let me put our rate in perspective. You mentioned [their goal from discovery]. Our rate is [X]%, and here’s what you get that protects that goal: [speed, reliability, service, expertise].”
3. Provide proof: “Let me share an example of another investor who had the same concern...” [Tell relevant case study]
4. Compare total cost: “When you factor in opportunity cost of lost deals, time cost of slow approvals, and stress cost of unreliable funding, we’re often the best value.”
5. Confirm and advance: “Does that help you see the value?” “Great. Let’s move forward.”

“I need to think about it”

What They Are Really Saying: “I’m uncertain,” “I don’t feel enough urgency,” or “I have concerns I haven’t voiced yet.”

Ronald’s Response Framework:

1. Acknowledge: “I completely understand. This is an important decision.”
2. Uncover real concern: “I want to make sure you have everything you need to make a good decision. What specifically do you need to think about?” (This is the key question—it reveals the real objection)

3. Address the real objection: Once they tell you what they’re really concerned about, address that specific concern using the 7-step framework.
4. Create urgency: “I understand you want to think it over. Here’s what I want to make sure you consider: [property may sell, rates may change, other buyer may get it]. When were you planning to make a decision?”
5. Schedule next step: “How about this—let’s schedule a call for Thursday at 2pm. That gives you time to think, and we can discuss any questions. Does that work?”

Never leave “I need to think about it” open-ended. Always schedule a specific follow-up.

“I can get cheaper financing elsewhere”

What They Are Really Saying: “I’m shopping around” or “I don’t understand why you’re worth more.”

Ronald’s Response Framework:

1. Acknowledge: “I’m glad you’re doing your research. That’s smart.”
2. Clarify: “Help me understand—what other options are you considering?” (This tells you what you’re competing against)
3. Differentiate: “Here’s how we’re different from [competitor/banks]: [specific differentiators]. Our clients choose us because [value proposition]. Let me give you an example...” [Share case study]
4. Reframe on total cost: “When you’re comparing financing options, I encourage you to look at total cost, not just rate. Total cost includes opportunity cost of lost deals, time cost of slow approvals, stress cost of unreliable funding. When you factor all of that in, we’re often the best value.”
5. Confirm and advance: “Does that help you understand why our clients choose us even when there are cheaper options?” “Great. Let’s move forward.”

“I need to talk to my partner/spouse”

What They Are Really Saying: This could be legitimate (they truly need approval) or a smokescreen (they’re not ready to commit).

Ronald’s Response Framework:

1. Acknowledge: “That makes complete sense. This is an important decision to make together.”
2. Determine if real or smokescreen: “I completely understand. Just so I can be helpful—if your partner is on board, is there anything else that would prevent you from moving forward?” (If they say yes, there are other concerns, address those first)
3. Offer to include partner: “I’d be happy to have a call with both of you. That way, I can answer any questions your partner has directly. When would be a good time for the three of us to talk?”
4. Equip them to sell internally: If they prefer to discuss privately first, equip them.
“What questions do you think your partner will have?” “Let me send you a summary of everything we discussed so you have that to share.”
5. Schedule follow-up: “When do you think you’ll have had a chance to discuss this?” “Great. Let me call you Friday at 2pm to answer any questions.”

4. Advanced Objection Handling Techniques

Feel, Felt, Found (Ronald’s Favorite):

“I understand how you feel. Other clients have felt the same way. Here’s what they found...”

Example:

“I understand how you feel about the rate. Other investors have felt the same way initially. Here’s what they found: when they factored in our speed and reliability, they actually saved money compared to cheaper options that delayed their deals or fell through at closing.”

The Boomerang:

Turn the objection into a reason to move forward.

Example:

“You said you need to think about it. That’s exactly why we should start the application now. The application process gives you time to think while we’re working on approval. If you decide not to proceed, you can always cancel. But if you wait to apply, you lose valuable time. Does that make sense?”

The Question:

Respond to an objection with a question that reframes their thinking.

Example:

“You mentioned the rate is high. Let me ask you this: if you lose this deal because you’re waiting for bank approval, what does that cost you?” or “What’s more important to you—saving 500 on rate or closing on time and protecting your 50,000 profit?”

The Comparison:

Compare the objection to a larger cost or consequence.

Example:

“I understand 2,000 in fees feel significant. Let me put that in perspective. This property will generate 2,000/month in rental income. So the fees pay for themselves in one month, and then you have 29+ years of cash flow. Is \$2,000 worth protecting that opportunity?”

5. Preventing Objections Through Discovery

The best objection handling is objection prevention. Effective discovery prevents most objections.

Discovery Questions That Prevent Objections:

- “What’s your budget for this loan?” (Prevents price objections)
- “What rate range were you expecting?” (Prevents rate shock)
- “What timeline are you working with?” (Prevents timeline objections)
- “Who else is involved in this decision?” (Prevents authority objections)
- “What has been your experience with lenders in the past?” (Prevents trust objections)
- “What’s most important to you in a lender?” (Prevents need objections)
- “What concerns do you have about private lending?” (Uncovers objections early)

Addressing Concerns Proactively:

If you uncover concerns during discovery, address them during your presentation before they become objections.

Example:

“You mentioned you were concerned about closing on time. Let me show you how we

handle that. Our average closing time is 12 days, and we've closed 99% of approved deals on time in the past year. Here's an example of a recent deal where..."

Ronald's Implementation Checklist:

- Create objection handling guide for top 15 objections
- Write customized responses for each objection
- Gather case studies and proof for each response
- Practice objection handling with role play (3x/week)
- Record myself handling objections on calls
- Review recordings and identify improvement areas
- Track objection resolution rate
- Improve discovery questions to prevent objections
- Address potential objections proactively in presentations
- Master advanced techniques (feel-felt-found, boomerang, etc.)
- Build confidence through preparation and practice

Ronald's Video Resources:

- Watch "9 Minute Training To Destroy Any Sales Objection" for quick framework
- Study "Sales Training // The Ultimate Guide to Overcoming Objections" for comprehensive approach
- Review "How To Prevent Every Sales Objection" for prevention strategies
- Master "From No to Yes: Mastering Sales Objections" for mindset shift

Ronald's Success Metric:

80%+ objection resolution rate. 70%+ of prospects with objections still move forward. Objections handled confidently on 100% of calls.

For Shawn (Head of Lead Response) - SUPPORTING ROLE

Your Role in Module 8:

Shawn, you will face objections during qualification calls. Your job is to handle simple objections and escalate complex ones to Ronald.

Key Focus Areas:

1. Common Objections You'll Face

"How much are your rates?"

This is not really an objection—it's a qualification question. Your response: "Our rates are competitive with the private lending market, typically [range]. The exact rate depends on the property, your experience, and loan structure. To give you an accurate quote, let me ask you a few quick questions about the deal..."

"That sounds expensive"

Your response: "I understand. Private lending rates are higher than banks because we can close in days instead of months, and we don't require W2s or tax returns. For investors who need speed and flexibility, it's worth the investment. Ronald can show you the exact numbers and help you understand the total value. Can I get him on your calendar?"

"I'm just shopping around"

Your response: "Smart. You should compare options. Here's what makes us different: [speed, reliability, track record]. Let me get you a quote so you can compare us side-by-side with other lenders. To do that, I need a few details about the property..."

2. When to Escalate to Ronald

Escalate complex objections to Ronald. Your job is not to close deals—it's to qualify and hand off. If an objection is beyond simple clarification, say: "That's a great question for Ronald. He can walk you through that in detail. Let me get you on his calendar."

Shawn's Implementation Checklist:

- Memorize responses to common qualification objections
- Practice escalation to Ronald
- Track which objections come up most frequently
- Share objection patterns with Ronald
- Perfect the handoff when objections arise

Shawn's Success Metric:

Handle simple objections confidently. Escalate complex objections smoothly to Ronald. 85%+ of prospects with objections still accept handoff to Ronald.

For Tamara (Head of Operations) - SUPPORTING ROLE

Your Role in Module 8:

Tamara, your job is to create systems that enable effective objection handling and track objection patterns.

Key Focus Areas:

1. Objection Tracking System

CRM Fields to Create:

- Objection type (price, timing, authority, need, trust, product)
- Specific objection (exact words)
- How it was handled
- Resolution (resolved, unresolved, escalated)
- Outcome (moved forward, lost deal, needs follow-up)

Analytics to Track:

- Most common objections
- Objection resolution rate by type
- Objection resolution rate by salesperson
- Which objections lead to lost deals
- Patterns in successful objection handling

2. Objection Handling Resource Library

Create and Maintain:

- Objection handling guide (top 20 objections with responses)
- Case study library organized by objection type
- Proof points and testimonials for common objections
- Competitive comparison documents
- Total cost of ownership calculators

3. Objection Handling Training

Facilitate:

- Weekly objection handling role play sessions
- Review of recorded calls with objections
- Sharing of best practices across team
- Updates to objection handling guide based on what works

Tamara's Implementation Checklist:

- Build objection tracking in CRM
- Create objection analytics dashboard
- Develop objection handling resource library
- Facilitate weekly role play sessions
- Review calls and identify best practices
- Update objection handling guide monthly
- Track which resources correlate with objection resolution

Tamara's Success Metric:

100% of objections tracked in CRM. Objection resolution rate improves 25%+ due to system improvements. Resource library rated 4.5/5+ by Ronald.

For CEO (Strategic Oversight) - LEADERSHIP ROLE

Your Role in Module 8:

As CEO, you coach objection handling excellence, handle strategic objections personally, and ensure the team has the tools and confidence they need.

Key Focus Areas:

1. Objection Handling Coaching

Weekly Coaching:

- Listen to 3-5 calls with objections
- Provide specific feedback on objection handling
- Role play challenging objections

- Share advanced techniques
- Celebrate excellent objection handling

Coaching Focus:

- Using the 7-step framework consistently
- Clarifying to understand root cause
- Responding with value, not defensiveness
- Confirming resolution before advancing
- Maintaining confidence and professionalism

2. Strategic Objection Handling

For high-value deals or complex objections, you may need to get involved.

CEO Involvement Criteria:

- Deal size over \$X threshold
- Objection about company credibility or track record
- Competitive situation requiring executive involvement
- Complex objection requiring strategic decision

Your Approach:

- Bring executive credibility to the conversation
- Make strategic commitments (pricing, terms, service)
- Build executive-level relationship
- Demonstrate company commitment to their success

3. Objection Pattern Analysis

Monthly Review:

- Analyze objection data from CRM
- Identify patterns (which objections are increasing, which are decreasing)
- Determine root causes (product issues, pricing issues, competitive issues, sales skill issues)
- Make strategic decisions to address systemic objections

Questions to Ask:

- Which objections are we seeing most frequently?
- Which objections lead to lost deals?
- Are there objections we could prevent through better discovery or presentation?
- Are there systemic issues (product, pricing, service) creating objections?
- What training does the team need to handle objections better?

4. Competitive Objection Strategy

Ensure Team Can Answer:

- Why are we better than banks?
- Why are we better than other private lenders?
- Why are we worth premium pricing?
- What makes us different?
- What proof do we have?

CEO Implementation Checklist:

- Schedule weekly objection handling coaching
- Listen to calls with objections regularly
- Provide specific, actionable feedback
- Define criteria for CEO involvement
- Handle strategic objections personally
- Conduct monthly objection pattern analysis
- Address systemic issues creating objections
- Develop competitive differentiation strategy
- Ensure team has proof and resources
- Track team objection handling improvement

CEO Success Metric:

Team objection resolution rate improves 40%+ year-over-year. Lost deals due to objections decrease 50%+. CEO-handled objections close at 85%+ rate.



Objection Handling Metrics by Role

Ronald's Key Metrics:

Metric	Target	Measurement
Objection Resolution Rate	80%+	% of objections resolved
Objections → Close Rate	70%+	% who move forward after objection
Average Objections Per Deal	Track	Trend over time
Confidence in Handling Objections	4.5/5+	Self-assessment

Shawn's Key Metrics:

Metric	Target	Measurement
Simple Objection Handling	90%+	% handled confidently
Handoff After Objection	85%+	% who still accept handoff

Tamara's Key Metrics:

Metric	Target	Measurement
Objection Tracking	100%	All logged in CRM
Resource Library Quality	4.5/5+	Ronald's rating
Role Play Sessions	1/week	Consistent training

CEO's Key Metrics:

Metric	Target	Measurement
Coaching Sessions	1/week	Consistent development
Team Objection Resolution	40%+ improvement YoY	Process optimization
Lost Deals Due to Objections	50%+ reduction	Strategic improvement

Key Takeaways by Role

Ronald: Objection handling is a critical skill that determines your close rate. Master the 7-step framework, practice until confident, and view objections as opportunities. The best objection handling is objection prevention through thorough discovery.

Shawn: Handle simple objections confidently and escalate complex ones to Ronald. Your job is to qualify and hand off, not to close deals. Perfect your escalation process.

Tamara: Your systems enable effective objection handling. Track objections, create resources, facilitate training, and identify patterns that inform improvement.

CEO: Your coaching elevates objection handling excellence. Provide feedback, handle strategic objections personally, analyze patterns, and address systemic issues that create objections.

This supplemental guide should be used alongside the Module 8 Training Guide and Worksheet. Effective objection handling is what separates top performers from average salespeople—master this skill and you will dramatically increase your success.