

Personal Strategy Mapping

Module 6: How will you respond to objections?

Step 1

Choose one common objection to craft a response to:

- Found a better rate
- Already working with someone
- Lack of need for agent
- Thinks agents are expensive
- Timing
- Lack of trust
- Conditions
- Document push back

Step 2

Now it's time to develop your response. Use the framework to acknowledge the concern, reframe the objection, reposition with your strategy/solution, and confirm the win that your client can expect.
