

The best way to handle an objection is to never get it in the first place. If you carefully follow the presentation script, you will eliminate most objections before they even come up. But there may still be times when you get an objection or two. The good news is that objections are buying signals. When a client throws up an objection what they are really saying is “I know I need this, but I prefer to procrastinate and put this off as long as possible. Please help me get out of my own way!” Our job is to skillfully learn how to take an objection and turn it into a sale. In time, you will learn to handle objections with ease, but you must practice and role play until it becomes second nature to you.

KEYS TO OVERCOMING AN OBJECTION

1. Acknowledge or agree with the objection immediately (validate the client’s concern.) Until you do this, the client will not hear or accept your explanation. Remember, if you want the client to really hear and believe what you have to say, you must show respect for them and validate their concerns.
2. Take them back around. Get back to the idea you’re trying to communicate. Go back to a step in the presentation that relates to the objection and re-educate the client on that subject. At this point, it is imperative that you maintain control of the conversation without imposing control. If you are successful at redirecting the objection back into the conversation, the client will follow your lead and continue on.
3. Move to the close. DO NOT just answer and pause or stop. The client does not know the next step... they are waiting for you to lead them there. Pull out the application and start filling it out beginning with the information you already know (D.O.B., address, etc.) and then ask for their Social Security Number and assume the close. Once they give you that, they are committed.

Summary: Be attentive to the client’s needs and any concerns, but stay in control! Remember, you are the professional! The client needs you to take them by the hand and lead them to the right place. That is why you are there. Stay in control of the conversation and the direction it is going, while maintaining respect for the client and his or her concerns.

OBJECTIONS AND RESPONSES

1. **“I can’t afford it.”**

“I hear you, it is a little tougher these days. But, when it comes down to it either you are going to have to sacrifice, or your family is going to have to sacrifice.

Obliviously, you love your family very much otherwise you wouldn't have sent this card in. If you don't have \$7,500 in savings right now and something does happen, your kids will sacrifice.

We can buy you time with this plan. Again, which plan is more manageable for you the \$50/month or the \$70/month plan?

OR

(continued)



“Mrs. Brown I can appreciate that, but with this program you get coverage that begins today. If I was to tell you that I know you only had one week to live, and that for \$50/month I could give your family \$7,500 next week, would \$50 still be too expensive?”

2. **“I would like to talk it over with my children.”**

“I understand, and that's great. It's either a burden for you to pay for programs like this or a burden for your family to pay if you don't.

You know that and that's why you mailed in this card. They love you and they don't want to discuss or even think about you dying.

In the meantime, if you die, the burden will fall back on them, even worse, your grandchildren. Don't you feel it would be better to do this on your terms and while you still have your health?”

OR

“Let me ask you, Mrs. Brown, would you think about calling your son or daughter tonight and ask them for \$7,500? Of course not, but if something happens to you, that's essentially what you'd be doing.

So let's go ahead and get the \$7,500 or \$10,000-which is best for you?”

3. **“I would like to think about it.”**

“I appreciate that Mrs. Brown but we've established that you need this insurance and you don't want to leave this burden for your family, so what is it exactly that you need to think about?”

OR

“Yes, Mrs. Brown, I understand. This is a decision that we all would like to put off, but unfortunately, there are three things that can happen to you if you wait, and they are all bad.

You could die, or your health could take a turn for the worse or if you wait too long your price could increase because of age.

If something happens to you I'm certain you don't want your family sitting around the kitchen table having to deal with this. So, let's get started.”

4. **“I don't have the money today.”**

“That's ok. You don't have to have the money today. When will you have it?

(If it's within 30 days...) Fine, we can put off your first payment until then.”

Make sure you get the voided check with the application

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5. **“I don't allow anyone to get into my checking or savings account.”**

“The company doesn't have free access to your account. What happens is, on the same day every month your bank sends the insurance company the payment.

One of the best things about this is you never have to worry about a payment being lost in the mail. Even better than that, because you pay it this way you will receive the best rate.

The insurance company would waste millions of dollars on paper and resources if it had to mail out bills every month, which would make your rates higher”

6. **“How much does this cost?”**

You don't talk about price, until the prospect appreciates the value of the plan.

“I'll be glad to tell you. May I first explain some very important benefits I am sure you would like to know about?” Until I show you the value, the cost won't mean anything to you.

I honestly don't know how much it will be until we can see what it will do for you.

Let me ask you a few simple questions...”

7. **“I'm just shopping, I want to compare.”**

“Mrs. Brown, we have picked only the top Insurance Companies for you and have weeded out all the rest.”

Ask them to name 10 insurance companies. Then remind them that there are over 20,000. If they couldn't name 10, how could they seriously make an intelligent decision?

“Mrs. Brown, I know every good shopper wants to compare. I will show you a product that feature for feature and dollar for dollar, will be the best value out there.”

OR

“Well how many companies have you looked at... right now you still don't have the coverage you need, correct? So, if something happens to you today this burden would fall to your family.”

OR

“Mrs. Brown, we specialize in final expense. This is all I do. If you needed heart surgery you wouldn't go to a general practitioner. Would you? NO... You would go to a specialist. I will show you a product that feature for feature and dollar for dollar, will be the best value out there.”

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8. **“Come back next week.”**

“Mrs. Brown, I wouldn't mind coming back next week, if you would promise me two things: that you'd still be here and your health wouldn't change.

You know your life and health can be so uncertain. We never know what could happen, even tonight. Let's make sure this chance doesn't get away from us.”

9. **“I have the money in the bank to cover this (Final Expenses.)”**

Mrs. Brown, what did you have in mind when you put that money in the bank?” Listen to them. If it's not specifically for the burial or final expense say:

“Are you sure you want to take this money you saved for _____ (whatever they told you) and use it for your final expenses?”

If it is for final expense say:

“Mrs. Brown, I'm sure that _____ (state the amount of their savings) would take care of your final expenses if you passed away today, but if you had an extended hospital or nursing home stay, you would not receive any help from Medicare until you spend down all of your assets.

Without a program like this, the financial burden could still fall to your family.

10. **“I have a prepaid funeral.”**

“But what if your children move and want to have you buried near them?” OR

“There is still a need for medical and legal expenses.” OR

“There are many people we see that have `prepaid funerals.”

Is the funeral plan paid off or are they still paying on it?

“What type do you have?”

If they are still paying on it: “With what you currently have, if you do not finish all your payments before you pass away, there is a good chance you will not get all the coverage you need.

With our plan, if you only made one payment and then died, the financial burden is completely off your family as your beneficiary will be paid the full death benefit.

Now Mrs. Brown, funeral homes don't care where the money comes from, just as long as they get it. So, you can still have your prepaid and this plan as well. That way you protect your beneficiary, because if you didn't care about them, you would not have started a prepaid plan.

So let's go ahead and get started, did you want the \$7,500 or \$10,000?”

