The Objection Handling Pattern: Jon.phillips@a1garage.com

1. Acknowledge & Empathize

• Recognize the client’s concern and show you understand.

• Example: “I understand,” “I get where you’re coming from,” or “That makes sense.”

2. Ask Probing Questions

• Dig deeper to understand their true concern.

• Example: “What’s most important to you?” or “Is there a specific reason you’re hesitating?”

3. Reframe the Focus

• Shift the conversation toward the value or solution.

• Example: “Here’s what sets us apart…” or “While price is important, what’s more valuable is…”

4. Offer Alternatives or Solutions

• Present options or flexibility to address their concerns.

• Example: “We can look at a phased approach,” or “Would it help if I offered a financing plan?”

5. Reaffirm the Benefits

• Reiterate the long-term advantages or unique selling points.

• Example: “You’re not just investing in a service, you’re investing in reliability.”

6. Set a Follow-Up or Leave the Door Open

• Create space for them to decide and let them know you’ll be there for them.

• Example: “Take your time and let me know if you need more information,” or “I’ll follow up in a few days.”

* When a client says, **“There is no money,**” it often signals a financial concern or a lack of perceived value in the service. The key is to empathize, reframe the conversation, and offer solutions that make it easier for them to see the investment as worthwhile.

Here are some responses tailored to your job in garage door service and sales:

1. Empathize and Acknowledge the Objection

• “I completely understand—times can be tough. A garage door issue is never something we plan for.”

This shows you’re listening and not dismissing their concern.

2. Reframe the Value

• “Your garage door is the largest moving part of your home and critical for security and daily convenience. Putting off repairs could make the problem worse and more expensive down the road.”

This highlights the importance of the repair as a priority, not just a cost.

• “Most of our clients see this as an investment in their home’s safety and functionality, especially with how much we rely on our garage doors every day.”

This shifts the focus from expense to value.

3. Offer Flexible Solutions

• “We have options to help make this more manageable. Would splitting the cost into monthly payments work better for you?”

Suggesting financing or installment options can make the decision more approachable.

• “Let’s prioritize what’s most urgent today. If we address the critical issue, we can revisit the other items later.”

Offering a phased approach reduces the upfront cost and builds trust.

4. Redirect the Conversation

• “I understand. Can I ask what your biggest concern is about moving forward today? Sometimes we can find a solution that works better for you.”

This uncovers whether their objection is truly financial or if they need more reassurance about value.

• “If budget weren’t a concern, would this be the solution you’d go with? Let’s figure out a way to make this work for you.”

This brings their focus back to why the repair or replacement is needed.

5. Create Urgency

• “I hear you. My concern is if we wait too long, it could lead to a more costly repair down the line. How can we make this easier for you today?”

Emphasizing potential future costs can help them reconsider the urgency.

• “We’re running a promotion this month that could help bring the cost down. Would that help make the decision easier?”

Offering a limited-time incentive, if applicable, can create motivation.

6. Leave the Door Open

• “I completely understand this might not be the best time for you. If your situation changes or you’d like to explore options down the road, just let us know. We’re here to help.”

Ending the conversation on a positive note keeps the relationship intact for future opportunities.

* When a client says, **“It’s too expensive**,” they are typically expressing concern over cost or questioning the value of the service. The goal is to address their concerns while reinforcing the benefits of your offering, and potentially highlighting the long-term value. Here’s how to handle it:

1. Acknowledge Their Concern

• “I hear you—price is an important factor in making any decision.”

This shows empathy and understanding, creating an open space for further conversation.

2. Ask Clarifying Questions

• “What part of the price concerns you the most? Is it the overall cost or specific components?”

This helps pinpoint their exact concern, whether it’s the total cost or a certain aspect of the service.

• “What is your budget for this project? Maybe we can explore options that fit better with what you’re comfortable spending.”

Offering flexibility or alternative solutions shows you’re willing to work with their needs.

3. Highlight the Value

• “I understand it might seem like a big investment, but here’s the thing: We provide [mention key benefits like high-quality materials, expert installation, long-term warranty, peace of mind, or customer support]. With us, you’re not just paying for a service, you’re investing in long-term reliability and safety.”

This shifts the conversation from price to value, showing how your service is an investment.

• “Cheaper alternatives might save you money now, but they can lead to higher costs down the road with repairs or replacements. Our approach is designed to save you money in the long run.”

Emphasizing the long-term savings can justify the higher initial cost.

4. Use Testimonials or Success Stories

• “Many of our customers felt the same way at first, but once they saw the difference in quality and service, they were glad they invested in a higher-end solution.”

Social proof can be persuasive in easing concerns about price.

5. Offer Alternatives or Flexibility

• “If the full project is out of budget, we can prioritize the most important work first and tackle the rest later. This way, you can still get the peace of mind without committing to everything at once.”

Offering phased solutions can make the cost feel more manageable.

• “We also offer financing options to make this more affordable for you. Would you be interested in learning more about that?”

Providing payment flexibility can make the cost seem less daunting.

6. Reaffirm the Benefits and Urgency

• “At the end of the day, we want you to feel comfortable with your decision, knowing you’re making the best choice for your home. And with our [mention warranty, expertise, or any guarantee], you’re getting far more than just a quick fix.”

Reaffirming the added value can help justify the price.

Example Closing Statement

• “I know price is a big factor, but I’m confident that the value we’re offering is worth it in the long run. If you’d like, I can provide a breakdown to show exactly what’s included and how this compares to other options.”

Final Thought

By showing understanding, highlighting the value, offering alternatives, and providing reassurance, you can help shift the focus from price to the overall value and long-term benefits of your service.

* When a client says, “**You’re just trying to upsell me,**” it’s essential to defuse the objection with empathy, transparency, and value-driven responses. Here’s how you can handle it:

1. Empathize and Reassure

• “I understand why it might feel that way, and I want to assure you that my goal is to find the best solution for your situation.”

This demonstrates you’re focused on their needs, not just making a sale.

2. Focus on Education

• “My job is to make sure you understand all your options so you can make an informed decision. Some clients prefer the basic repair, while others want to invest in long-term solutions.”

By framing your recommendations as educational, you reduce the perception of a sales tactic.

3. Clarify Their Goals

• “Can I ask what’s most important to you—saving on upfront costs or ensuring you won’t need another repair anytime soon?”

This aligns the conversation with their priorities and lets you tailor your response.

4. Explain the Recommendation

• “The reason I’m suggesting this option is because it will prevent future issues and save you money in the long run.”

Emphasize how the recommendation solves a problem or provides additional value.

5. Use a Comparison

• “Think of it like maintaining your car—sometimes a quick fix works, but other times, investing in the right part now prevents a bigger expense later.”

Analogies make your reasoning relatable and easier to understand.

6. Offer to Scale Back

• “If that feels like too much right now, we can focus on the most critical issue today and revisit the rest later.”

This shows you’re flexible and not pushy, building trust.

7. Reaffirm Your Integrity

• “I’m here to help, not pressure you. Whatever option you choose, I want you to feel confident in your decision.”

Closing with reassurance reinforces your focus on their best interest.

Final Thought

The key is to shift the client’s perspective from “They’re trying to sell me something I don’t need” to “They’re helping me make the best decision for my home.” This builds trust and makes the upsell feel like a value-driven recommendation instead of a sales tactic.

* When a client says, “**I need to talk to my spouse,**” it’s often a way to delay making a decision or ensure both parties are aligned. Your response should respect their process while keeping the conversation open and addressing potential concerns. Here’s how to handle it:

1. Acknowledge and Respect Their Process

• “I completely understand. This is an important decision, and it makes sense to involve your spouse.”

This shows empathy and respect for their partnership.

2. Ask Clarifying Questions

• “What do you think your spouse’s biggest question or concern might be about this?”

This helps surface hidden objections and gives you a chance to address them.

• “Would it help if I provided you with a summary or key points to make that conversation easier?”

Offering to equip them with information makes you a helpful partner in their decision-making.

3. Highlight Urgency (If Applicable)

• “I completely understand. Just so you know, we’re currently running a promotion that ends soon—do you think they’d want to take advantage of that?”

If a special offer is available, mention it without being pushy to create a sense of urgency.

4. Offer to Involve the Spouse Directly

• “Would it help if we set up a quick call with both of you? I’d be happy to answer any questions they might have.”

This shows you’re proactive and willing to facilitate the decision-making process.

5. Reaffirm Value

• “Just to recap, this solution will [highlight key benefits]. Most of my clients find it’s an investment in their home’s safety and convenience.”

By reiterating value, you strengthen their case when discussing with their spouse.

6. Set a Follow-Up

• “When would be a good time for me to check back in after you’ve had that conversation?”

Scheduling a follow-up ensures the conversation doesn’t lose momentum.

7. Address Underlying Hesitation (if applicable)

• “Sometimes when clients say they need to talk it over, it’s because they’re not 100% sure about something. Is there anything I can help clarify for you before you have that conversation?”

This tactfully uncovers lingering doubts and allows you to address them.

Example Closing Statement

• “I’ll let you chat with your spouse, and I’ll follow up with you tomorrow to see how they feel. In the meantime, let me know if there’s anything else I can provide to help with your decision.”

Final Thought

By showing respect, providing support, and keeping the conversation open, you demonstrate professionalism and keep the decision-making process moving forward without being overbearing.

* When a client says, **“I can get it cheaper elsewhere,**” it often indicates they’re focused on price or comparing options. Your goal is to show the value of your service, highlight what sets you apart, and refocus the conversation on long-term benefits instead of upfront costs. Here’s how to handle it:

1. Acknowledge and Validate

• “I understand—price is always a consideration, and it’s smart to compare options.”

This shows respect for their concern and positions you as understanding, not defensive.

2. Ask Probing Questions

• “Out of curiosity, what’s most important to you in this type of service—price, quality, or reliability?”

This helps uncover their true priorities and allows you to steer the conversation toward value.

• “Have you had a chance to compare what’s included with their service versus ours?”

This encourages them to consider the full picture, not just the price tag.

3. Highlight Your Unique Value

• “While we may not always be the cheapest option, what sets us apart is our [warranty, quality parts, same-day service, or other benefits]. Our clients often tell us they feel the investment was well worth it.”

Show why your service is a better value, even if it costs more.

• “Cheaper options might save you upfront, but they could lead to more frequent repairs or replacements down the line. We focus on solutions that last.”

4. Use Testimonials or Comparisons

• “I’ve worked with many clients who went with a cheaper option initially but came back to us later because they weren’t satisfied. We want to save you that hassle.”

This positions you as the reliable choice without directly criticizing competitors.

5. Offer Flexibility or Added Value

• “If cost is a concern, we could explore a phased approach to address the most critical issues first.”

This shows you’re willing to work within their budget.

• “Would it help if we discussed financing or payment options to make this work for you?”

6. Create Urgency

• “Just a quick note: some cheaper options use lower-quality parts that might not meet safety standards. It’s important to consider what you’re really getting.”

Highlight potential risks of cheaper alternatives in a non-pushy way.

7. Reaffirm Your Commitment

• “At the end of the day, I want to make sure you’re comfortable and confident in your decision. Let me know if there’s anything I can clarify about what we offer.”

This leaves the door open for continued conversation while showing your professionalism.

Example Closing Statement

• “I completely understand wanting to find the best deal. With us, you’re not just paying for the repair—you’re investing in long-term reliability and peace of mind. When you’re ready, we’ll be here to help.”

Final Thought

This approach shifts the conversation from price to value, demonstrating why your service is worth the investment while maintaining trust and professionalism.

* When a client says, “**Send me a quote,**” it can indicate they want more information before making a decision or are hesitant to commit. Your response should provide the quote while ensuring you stay engaged and address any underlying concerns. Here’s how to handle it:

1. Acknowledge Their Request

• “Of course, I can provide you with a quote. Let me make sure it’s as accurate and helpful as possible.”

This shows you’re attentive and willing to meet their needs.

2. Ask Clarifying Questions

• “Can I ask what’s most important to you when deciding on this kind of service—price, quality, or timeline?”

This helps uncover their priorities, allowing you to frame your quote more effectively.

• “Are there any specific concerns or details you’d like me to include in the quote?”

This ensures the quote aligns with their expectations and reduces the chance of miscommunication.

3. Reaffirm Value Before Sending

• “Before I send it over, I’d like to quickly review what we discussed to ensure the quote covers everything you need.”

This gives you a chance to highlight the benefits of your service and address potential objections.

• “Just so you know, our quotes include [warranty, service guarantees, etc.], which many clients find adds value and peace of mind.”

By emphasizing added benefits, you differentiate yourself from competitors who may only focus on price.

4. Gauge Their Decision Timeline

• “Once I send the quote, how soon are you looking to move forward?”

This helps you understand their urgency and positions you to follow up effectively.

5. Build Rapport and Follow Up

• “I’ll send the quote right over. In the meantime, if any questions come up, don’t hesitate to reach out. When’s a good time to check back in with you?”

By setting a follow-up expectation, you stay in control of the conversation and maintain engagement.

6. Redirect if They Seem Price-Focused

• “The quote is just one piece of the puzzle. Would you like me to walk you through why our service might be a better fit compared to others?”

This gives you an opportunity to focus on value rather than just cost.

Example Closing Statement

• “I’ll send the quote shortly and ensure it’s tailored to meet your needs. Let’s touch base after you’ve had a chance to review it—how does that sound?”

This keeps the conversation open and sets the stage for the next interaction.

Final Thought

Sending a quote is not the end of the conversation but a step in building trust and guiding the client toward a decision. Use this opportunity to reinforce value and maintain communication.

**When a client says, “I have other projects on the table,” they’re likely signaling hesitation about prioritizing your service. Your goal is to uncover their concerns, show the value of addressing the garage door issue now, and align with their timeline. Here’s how to handle it:**

1. Acknowledge Their Priorities

• “I completely understand. Managing multiple projects can be overwhelming—prioritizing is key.”

This shows empathy and validates their situation.

2. Ask Clarifying Questions

• “Out of curiosity, where does the garage door fit into your list of priorities right now?”

This invites them to share how urgent they feel the issue is, allowing you to tailor your response.

• “What’s the timeline for your other projects? Would addressing this now help avoid overlapping problems later?”

This helps you understand if timing is a barrier.

3. Reframe the Importance

• “The garage door is something you use every day, and a small issue now could lead to bigger problems down the line. Taking care of this could save time and money later.”

Emphasize the role the garage door plays in daily life and how proactive repairs can prevent disruptions.

4. Offer a Flexible Solution

• “We can focus on the most critical part of the repair or replacement today and revisit the rest when it’s more convenient for you.”

A phased approach might make the decision easier to fit into their priorities.

• “Would it help if we scheduled this project for a time that better fits your plans?”

Offering to adjust to their timeline shows you’re flexible and considerate.

5. Create Urgency

• “One thing I’d be concerned about is how long this issue can go without causing more damage. Could we find a way to address this now before it affects your other projects?”

Highlighting potential risks helps them see the importance of acting sooner rather than later.

6. Redirect to Value

• “When your other projects are complete, you’ll want to know your garage door is reliable and secure. Wouldn’t it be great to have one less thing to worry about?”

This helps them envision the relief of having the issue handled.

7. Leave the Door Open

• “If now isn’t the right time, I’d be happy to follow up when it works better for you. Just let me know what you’re thinking.”

A non-pushy closing statement ensures they feel in control while keeping communication open.

Final Thought

By showing empathy, offering flexibility, and emphasizing the value of addressing the issue, you can help clients see the benefits of prioritizing their garage door—even with other projects on the table.

When a client says, **“Let me shop around**,” it’s often a sign they want to explore other options or are unsure about moving forward with you. Your goal is to guide the conversation toward the unique value you offer while acknowledging their need to compare. Here’s how to handle it:

1. Acknowledge Their Need to Compare

• “I completely understand—it’s smart to shop around and compare options to make sure you’re getting the best deal.”

This shows you respect their decision-making process and aren’t pushing them into a quick decision.

2. Ask Clarifying Questions

• “What’s most important to you in choosing the right service? Price, quality, or reliability?”

This helps you understand what drives their decision and lets you highlight your strengths accordingly.

• “Have you had a chance to look at what’s included in other companies’ quotes? Sometimes the price difference is due to differences in service or quality.”

This encourages them to think about more than just price, which can help position you as the more reliable option.

3. Reframe the Conversation on Value

• “While price is always a consideration, our service stands out because [mention your unique advantages like warranty, expertise, quick response time, or quality materials].”

This positions you as offering more than just a transaction, emphasizing long-term benefits and quality.

• “Some of our clients initially shopped around but found that what we offer in terms of [service, warranties, reliability, or convenience] was well worth the investment.”

This provides social proof and reassures them that others felt the same way.

4. Offer Assistance in Their Search

• “I’m happy to help answer any questions you may have while shopping around, whether it’s comparing services or understanding what’s included in your quote.”

Offering to be a resource builds trust and positions you as someone willing to help, not just sell.

5. Create Urgency (If Applicable)

• “I just want to mention that we’re currently running a promotion that may help you save, but it’s only available for a limited time.”

If there’s a special offer or promotion, let them know without being too pushy. This can create a sense of urgency.

6. Set a Follow-Up

• “I completely understand. How about I follow up with you in a few days to see if you have any questions or need more details?”

This gives them space while ensuring you stay top of mind.

Example Closing Statement

• “Take your time, and let me know if you have any questions or need further clarification. I’ll check in with you after you’ve had time to compare.”

Final Thought

By showing understanding, offering value, and keeping the door open for further questions, you give the client the space they need to shop around while keeping the conversation moving forward.

* When a client says, **“I’ll think about it and get back to you,**” it often indicates they’re not ready to make a decision and may need more time or information. Your response should keep the door open while offering assistance or reassurance. Here’s how to handle it:

1. Acknowledge Their Need for Time

• “I understand, and I want to make sure you feel comfortable with your decision.”

This shows respect for their process and reassures them that you’re not pressuring them.

2. Ask Clarifying Questions

• “Is there anything specific you’re still unsure about or would like more information on?”

This gives you a chance to address any remaining concerns that might be holding them back.

• “What part of the decision process are you still thinking over? Maybe I can help clarify something for you.”

By digging a bit deeper, you might uncover objections or needs they haven’t shared yet.

3. Offer Assistance in Their Decision-Making

• “I’m happy to answer any questions as you think it over. Would it be helpful if I provided you with a breakdown of the proposal or a summary of the key benefits?”

Offering more information can ease any uncertainties they might have.

4. Reaffirm the Value

• “I know this is an important decision, and I want to make sure you have all the information to make the best choice for you. Just to recap, here are the key benefits that set us apart [mention key points like reliability, quality, or warranty].”

This reinforces the value of your offer and reminds them of what they’re getting.

5. Create a Sense of Urgency (If Applicable)

• “Just to let you know, we’re currently running a promotion that ends soon. It might be worth considering if that could work for you.”

If there’s a limited-time offer, this can gently prompt them to act sooner without being pushy.

6. Set a Follow-Up

• “I completely understand. Would it be okay if I followed up with you in a few days to see if you have any further questions or if you’ve had a chance to decide?”

Setting a clear follow-up shows you’re committed to helping them without being too insistent.

7. Leave the Door Open

• “Take your time, and let me know if you need any additional information. I’m here whenever you’re ready to move forward.”

This leaves the conversation on a positive, open note, showing you’re available when they’re ready.

Example Closing Statement

• “I understand you need some time. I’ll check in with you in a few days, but please feel free to reach out if you have any more questions before then.”

Final Thought

By being understanding, offering value, and providing a clear follow-up, you keep the conversation positive and professional, allowing the client to feel comfortable in their decision-making process while still maintaining momentum.

* Hearing “**I don’t like you”** can feel personal, but it’s often not about you—it’s about their frustration, discomfort, or skepticism. Responding with professionalism, empathy, and a focus on the client’s needs can help turn the situation around. Here’s how to handle it:

1. Stay Calm and Professional

• “I’m sorry if I’ve done something to upset you—that’s not my intention.”

This keeps you composed and shows you’re open to feedback without becoming defensive.

2. Acknowledge Their Perspective

• “I understand that I might not be the right fit for everyone, and that’s okay. My goal is to make sure you get the service you need.”

This diffuses tension and demonstrates maturity.

3. Redirect the Focus to Their Needs

• “Let’s focus on what’s most important to you. What can I do to make this process easier for you?”

Shifting the conversation back to their goals shows you’re prioritizing their needs over any personal feelings.

4. Find Common Ground

• “I know we might not see eye-to-eye, but we both want the same thing: a safe, reliable garage door for your home.”

Highlighting shared goals can rebuild rapport.

5. Show Willingness to Adjust

• “If there’s something I’ve said or done that didn’t sit right, please let me know. I’d like to make things right.”

This shows humility and a genuine effort to resolve any misunderstandings.

6. Offer an Alternative (if needed)

• “If you’d feel more comfortable working with someone else on our team, I’d be happy to arrange that for you.”

Providing an alternative option shows you care about their comfort, not just the sale.

7. Reaffirm Your Commitment

• “I’m here to help, whether it’s with me or someone else. At the end of the day, I want to make sure you’re taken care of.”

Reassurance keeps the interaction professional and client-centered.

Final Thought

Personal objections can be tough, but handling them gracefully can turn skeptics into satisfied clients—or at least leave them with a positive impression of your professionalism.