



VIRTUAL SALES TRAINING

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COMMON TELESales OBJECTIONS

Please realize that every objection and client is a little different so these are suggestions, but you will have to rephrase them to fit your specific situation. These phrases are guides to show you how to start off in a stage of positive agreement, then transition into the answer stage, and then finally move into the ask stage, where you ask a question to assume control.

Burial Is Already Paid For / Not Interested:

Great, let me ask you a couple questions and we'll get you off our list
(proceed with qualifying questions)

Price:

"I completely understand. A lot of my clients felt the exact, same way until they realized the value that comes along with this. Now, would you prefer to start with the (option 1) or the (option 2)?"

Budget:

"I'm with you. I completely get it, my wife and I are on a tight budget as well. We have a lot of individuals that we're able to work really closely with, and they too have a very tight budget. Now, what type of budget are we working with? Would you say \$30, \$50, \$70? Tell me what we're working with..."

Poor Health / May Not Qualify:

"I understand. We hear that a lot, and pleasantly to our clients' surprise we represent over 170 companies so I guarantee you we've got a place for you. Now tell me what those health conditions are again, so we can overcome those together..."

Don't Have Time / Too Busy:

"I get it, we are really busy too, we've got a lot of clients, and we only have a limited time because they keep us so busy. It's kind of a misconception that it's gonna take a while from wrapping this up. So, tell me what is the purpose of this so we can dive in?"



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Think About It / Call Me Back:

“I can understand you saying that. Unfortunately, we have a no call back policy here in the office. You have everything you need to make an informed decision. You’ve told me you need it, you want it, and that you can afford it, so let’s take time out of the equation and go ahead and do it. So, would you prefer to start with the (option 1) or the (option 2)?”

Have To Talk To My Spouse:

“I completely understand. We’ve had clients who said the exact same thing. Now knowing your spouse, what would they say to an offer like this?”

I Don’t Give My Info Over The Phone:

“I completely understand. You’re exactly right. I have a lot of really happy clients who initially said the exact same thing, so I get that completely. Now, if you knew that everything we were saying was 100% the truth, and that you could take it to the bank. From everything you’ve heard, would you take advantage of this? If you knew everything to be 100% true, would you take advantage of this today?”

I Thought This Was Free:

“The state regulated BURIAL program will cover all funeral and final expenses. We just have to find out what discounts you qualify for and see how close to FREE this will be”

Lack Of Trust / Don’t Know You:

“You’re right, you barely know me, and I realize that we’re just getting to know each other. I have a lot of happy clients now that had to take an initial leap of faith, because they didn’t know who we were. Once they took that leap of faith, they were super pleased, and I’m okay giving you my social security #, insurance license # with the state of ____, emailing you info as soon as we’re done with the call, whatever you’re comfortable with. A lot of my clients initially wanted the exact same reassurance that you’re wanting right now. So, with that aside, would you prefer the (option 1) or the (option 2)?”

Not Interested:

“Okay, I get it. We’ve talked to a lot of clients that thought they weren’t interested at first, but after they heard us out for about 60 seconds to hear how valuable this was, then they got interested really quick, if you know what I mean. Now they keep us really



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busy, we don't have a lot of time. If I could bring some value to you would you be glad you listened?"

Send Me Info / Mail Me Something:

"Okay, great. Yeah, I'm with you. We've had clients that wanted us to do that before. Now, because you already get so much info as it is, and we have mailed you previously. It's easy to lose it, and because of the confusion, that's why we're on the phone today - to clarify and to get you to take action on this exclusive offer today. Now, knowing that we're going to send you a welcome packet of information once we get done with this call. Do you think the 5,000 or 10,000 suits you better? Which of those would you prefer? The (option 1) or the (option 2)?"

I Don't Have A Bank Account / I Have Direct Express:

"That's great, a lot of our clients initially wanted to pay off of their Direct Express card or a Credit or Debit card. Unfortunately, this program does need you to have an active checking or savings in order to qualify. The reason is, credit/debit cards expire and when life happens, people forget to update their cards, then a couple months go by and their coverage is now gone. Remember, bank accounts never expire, credit/debit cards do. So knowing that, would you consider opening a checking or saving account in order to qualify for this program?"

I Have A Pre-Paid Burial At A Funeral Home:

"Awesome! It sounds like you're really on top of things. Now do you know if you've completely paid it off?" (if no) "Okay, well just so you are aware, if you pass away before the burial is completely paid off, someone is going to have to come up with the difference and that's where this benefit is going to really help out. So would you like to go with the (option 1) or (option 2)?"