

Sales Tools/Resolving Objections/Clarifying Questions

The following questions can really help you get the client about their objections. Use the clarifying question that fits the situation:

Could you please tell me what you mean by that?

Could you tell me a little more about that concern so that I can understand it better?

Could you please explain it to me in more detail?

Restate & Cushion the Objections:

Now that you have clarified the objection with some clarifying questions, it is time to restate and cushion the objection back to the client.

EXAMPLE CUSHIONS:

I understand.

That is a valid concern.

I see your point.

I hear what you're saying.

That is an important consideration.

Others have said the same thing.

