

# Mastering Inside Sales

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Session 9: Common Objections  
Roleplay

## Your Coach(es)

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to [fasttrack@kw.com](mailto:fasttrack@kw.com) or (512) 439-8684.

### Guidelines:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
[mapscoaching.com](http://mapscoaching.com)
2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

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## Objectives

1. Review of uncovering objections patterns
2. Common objections you hear
3. Roleplay!

### I. Content

#### 1. **Welcome & Rephrase:**

So glad you brought that up. So, what you're saying is... is that right?

#### 2. **Open (Digging) x 2+:**

What about (their word) is important to you?

What makes you think/believe (\_\_\_\_\_)?

#### 3. **Summarize:**

So, what you're saying is... is that right?

#### 4. **Conditional Close:**

If I can show you a way that we can (solve it) would you be open to talking about it?

- Yes → go into a feature/benefit statement
- No → What else is holding you back?

### Providing the Solution:

Feature + what that means for you is + personalized benefit

Story + the way that will help you is + personalized benefit

Statistic + this will impact you by + personalized benefit

## Preparation for Next Week

### 1 MY AHA'S

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### 2 ASSIGNMENTS

1. Create a list of common objections as you go throughout the week.
2. Gather specific features/stats/stories you can use for those objections.
3. Practice!