

CLOSING

Write down 4 phrases that you will get from people you speak to that you will hear as ‘resistance’ or ‘objections’ (e.g. *“I’m too busy”*). Write down for each:

- C**ushion *“I appreciate that price is something we might need to discuss at this time”*
- U**nderstand *“What aspect of our pricing do we need to explore?”*
- R**espond *“Great, so to appreciate the value in your situation we have prepared...”*
- E**ngage *“Does that address the price question?”*

Resistance / Objection 1:

Objection:	
Cushion:	
Understand:	
Respond:	
Engage:	

Resistance / Objection 2:

Objection:	
Cushion:	
Understand:	
Respond:	
Engage:	

Resistance / Objection 3:

Objection:	
Cushion:	
Understand:	
Respond:	
Engage:	

Resistance / Objection 4:

Objection:	
Cushion:	
Understand:	
Respond:	
Engage:	