

Exercise: Dealing with Homeowner Objections

The Scenario: After performing an assessment of the customer's home, you sit down with the customer at the kitchen table to discuss your findings and recommended improvements to the house. The homeowner pushes back, stating one of the objections listed below. How do you respond?

When handling objections, keep the following in mind:

- **Acknowledge the objection.** In acknowledging, respect the customer's opinion, don't get defensive, don't argue, don't attack (and make the customer defensive)! If possible, validate the objection—it is likely rooted in something real that the homeowner fears or has experienced.
- **Don't jump right in to an "answer". Find out what is driving the objection.** Ask a few questions to see if you can determine whether there is something else the customer really concerned about. Is it something growing out of past experience with contractors? Another project? Or a concern about this project they were hesitant to ask?
- **Address the root causes.** As you try to eliminate the objection, you have to get to the drivers you uncovered.
- **Move them back into the buying conversation.** Remind the homeowner of the benefits and values that they have previously identified for you. Always try to end with a clear next step, including timing. *That's great that you're getting other bids. Can we set a date for next Wednesday afternoon so that I can come back and review them to make sure that what they're proposing is going to fix the problems we identified to make your daughter's bedroom more comfortable.*

Note, much better than handling objections is preventing them! Before presenting solutions, ask yourself: Did you set and meet expectations? Has the homeowner identified needs? Or do you need to ask more questions? In the course of asking problem-focused, implication, and value questions, have you established your ability to deliver? Have you made sure you've addressed concerned identified? Summarized the benefits? Have you offered a *realistic solution*, whether simple or complex, based on the homeowner's needs?

Below are listed a few example objections. List other common objections that you encounter, especially any that you have seen over the past couple of months.

Homeowner Objections
1. I would like to get a couple more bids.
2. This is too much money—a lot more than I expected.
3. My Uncle Joe can do this.
4. That's not what Always-Right-Contractors said.
5.
6.
7.
8.
9.

For each objection listed, come up with some options for addressing the homeowner's objection focusing on questions to identify issues and reinforce benefits and value to the homeowner. Role play the interaction with the homeowner. This exercise should be repeated on a regular basis. As part of a weekly sales meeting, focus on one objection from different angles.