Training Camp Drill 3: Handling an Objection and Agreeing a Follow-Up

Commission Sales track · Printable practice drill · About 10–15 minutes · Free

> **Private practice.** This sheet is for you. Nothing you write here is collected, saved online or shared, and it is not connected to any online rating.

Objective

Practice responding to a common objection with respect: **acknowledge it, understand the real concern, answer with facts, accept "not yet" or "no," and agree a specific follow-up** that the customer chooses.

What you need

- A pen, this sheet and a timer
- Optional: a friend to read the customer lines

Fictional practice scenario

Everything below is made up for practice. The people, companies and prices are fictional.

You work for **Ridgeline Home Exteriors**, a fictional roofing company. You've just reviewed a repair estimate with **Casey**, a fictional homeowner. Casey says:

> "Thanks, this was helpful. But another company quoted me $200 less, and I want to think about it before I decide."

You don't know what the other quote includes.

Steps

1. **Read the scenario (1 minute).**
2. **Plan four moves (3 minutes).** In the box below, write one sentence for each:
    1. **Acknowledge:** show you heard Casey without arguing.
    2. **Understand:** ask one question to learn what matters most to Casey.
    3. **Answer with facts:** offer a fair way to compare quotes. Don't criticize the other company.
    4. **Agree a follow-up:** propose a specific next step and let Casey choose — including the option of no follow-up.
3. **Practice out loud (4 minutes).** Use the customer lines in the practice script.

4. **Write the follow-up message (2 minutes).** Write the short text or email you'd send to confirm what you agreed.
5. **Self-check (3 minutes).**

My four moves

Practice script: customer lines

1. "Another company quoted me $200 less, and I want to think about it."
2. *(After your question)* "I guess I just want to make sure I'm not overpaying."
3. *(After your comparison)* "That makes sense. I still want a few days."
4. *(When you suggest a follow-up)* "Texting is easier than calls for me."

Example of a strong approach

EXAMPLE — fictional, one of many good ways to do this. Not a script to memorize.

Rep: "That makes sense — it's a real decision, and comparing quotes is smart."

Rep: "When you compare them, what matters most to you?"

Casey: "I guess I just want to make sure I'm not overpaying."

Rep: "Fair. One thing that helps is comparing them line by line: what work is included, the warranty in writing, and how each company handles surprises once work starts. If the other quote covers the same things for less, that may be the better choice for you. If anything's unclear on ours, I'll answer it."

Casey: "That makes sense. I still want a few days."

Rep: "Of course. Would it help if I checked back in? If so, what day and what's the best way to reach you? And if you decide to go another way, just let me know — no hard feelings."

Casey: "Texting is easier than calls for me."

Rep: "Got it. I'll text you Thursday afternoon. I'll send a copy of the estimate today so you have it for comparing."

Follow-up text (same day): "Hi Casey, it's Sam from Ridgeline. Thanks for your time today. Your estimate is attached for comparing. I'll text Thursday afternoon as we discussed. If you decide before then or have questions, just reply here."

Why it works: the rep agrees comparing is reasonable, learns the real concern, gives a fair way to compare without attacking the competitor, accepts Casey's timing, offers a clear way to say no, and confirms exactly what was agreed in writing.

Self-check

Rate yourself on what you actually said and wrote.

Skill	Strong	Solid	Developing
Acknowledge	Acknowledged Casey's point calmly before saying anything else.	Acknowledged it, but quickly moved to defending the price.	Argued, dismissed the concern, or ignored it.
Understand	Asked a question that found Casey's real concern, then used it.	Asked a question but didn't use the answer.	Assumed the concern without asking.
Answer fairly	Offered a fair comparison method; no criticism of the other company; no made-up claims.	Mostly fair, but vague or slightly one-sided.	Criticized the competitor, used a fake deadline, or offered an unapproved discount to close.
Follow-up agreed	Specific day, time and channel chosen with Casey; offered an easy "no"; confirmed in writing.	Agreed to follow up, but missing a day, channel or written confirmation.	No follow-up agreed, or a pushy one ("I'll swing by tomorrow").

My follow-up message

Evidence: what I actually said or did

Next practice action

Write down two more objections you think you'll hear (for example, "I need to talk to someone else first" or "Now isn't a good time"). Plan the same four moves for each and practice them out loud. Then repeat Drill 1, 2 or 3 — whichever you rated lowest — in a week and compare your notes.

My two objections and my four moves for each

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