

MODULE 8 LESSON NOTES

HANDLING OBJECTIONS

OBJECTIONS ARE INFORMATION.

An objection is not automatically a rejection. Your job is not to argue. Understand what is really stopping the prospect, address it directly, and decide whether to move forward or move on.

THE OBJECTION FRAMEWORK

LISTEN	CLARIFY	RESPOND	CONFIRM	DECIDE
Let them finish.	Find the real concern.	Address that concern.	Make sure it is resolved.	Move forward or move on.

"FACEBOOK DID NOT WORK"

Do not argue with the conclusion. Diagnose what actually failed.

- Who was targeted?
- Was there real buying intent and ability?
- Did the creative and message get attention?
- What happened after the click or call?
- Was conversion tracked and were leads followed up?

"WHY META FIRST?"

American Marketing deliberately starts with one focused, measurable system rather than scattering the client's budget across multiple tactics.

EXPLAIN THE EVOLUTION

Meta first. Execute. Measure. Improve. Once the economics work, scale Meta or expand into SEO, YouTube, email, or other services.

"IT COSTS TOO MUCH"

Clarify whether the objection is truly budget or uncertainty about value.

- What is an average customer worth?
- How much profit does one customer create?
- How many more customers could the business handle?
- Recommend a sensible starting investment; do not automatically discount.

"CAN YOU GUARANTEE RESULTS?"

No. We cannot control every variable inside the client's business or market.

- Do not guarantee leads, customers, revenue, profit, or ROI.
- Explain what we do provide: execution, measurement, accountability, and continuous improvement.
- Use the Marketing Score to identify problems and guide adjustments.

"I NEED TO THINK ABOUT IT"

Ask: "What specifically do you feel you need to think through?"

The real concern may be price, a partner, a bad past experience, confusion about the program, or simply timing. Clarify before you assume.

"SEND ME INFORMATION"

Ask: "What would be most useful for you to review?"

Use the consultant portal to send the right information, then establish a specific follow-up before ending the conversation.

KNOW WHEN TO WALK AWAY

If expectations are unrealistic, the business is not a fit, or the prospect clearly says not to contact them again, move on professionally. Persistence is useful. Desperation and harassment are not.

KEY TAKEAWAY

LISTEN. CLARIFY. RESPOND. CONFIRM.
THEN MOVE FORWARD OR MOVE ON.