YOUR QUICK TOUR

An objection is information

A concern can reveal missing clarity, weak fit, real risk or a decision that simply is not ready. The job is to understand, not overpower.

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YOUR FINISH LINE

One calm pause, one clarifying question, one accurate summary, one useful response and one honest decision.

01 / MEET YOUR GUIDE

Amina stops discounting every concern

Fictional example: Amina, her catering business, customer and conversation are invented.



THE FAST ANSWER

A customer says the office lunch package feels expensive. Amina immediately cuts the price, but the customer is actually worried about ordering for unknown attendance.

THE BETTER RESPONSE

Amina asks what feels risky. She learns that guest numbers may change, then offers a smaller confirmed base with an agreed add-on deadline. The concern was flexibility, not price alone.

THE LESSON

The first objection is often a headline. Clarify the meaning before changing the offer, defending the price or adding bonuses.

02 / RESPOND WITHOUT A BATTLE

Use the five-step response

A simple process keeps you curious, protects the customer's dignity and prevents rushed answers.

1 / PAUSE

Do not interrupt, argue or fill the silence. Thank the customer for raising the concern.

2 / CLARIFY

Ask what the concern means in this situation and which part matters most.

3 / CONFIRM

Summarize the concern in plain language and check that you understood it correctly.

4 / RESPOND + CHECK

Use relevant facts, proof, options or boundaries. Then ask whether the response addresses the real concern.

FIVE-WORD MAP

Pause / clarify / confirm / respond / check.