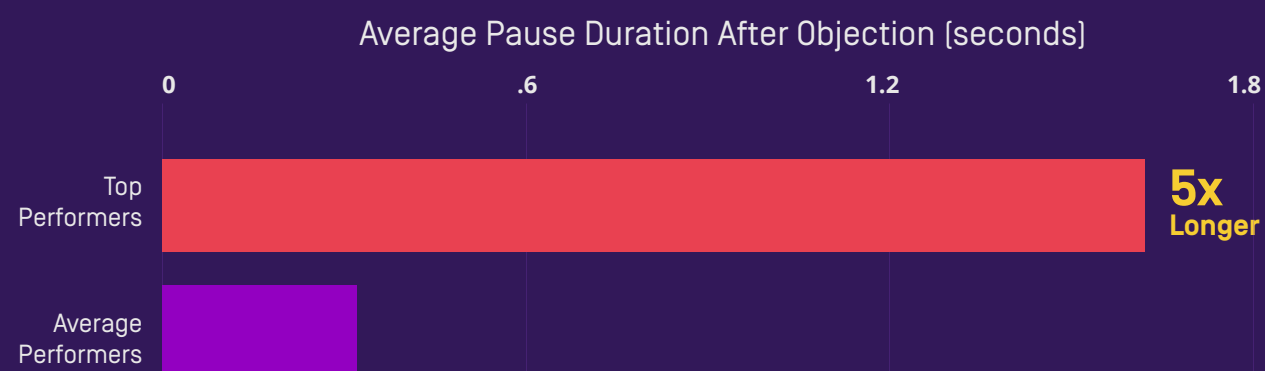


OBJECTION

Handling Cheat Sheet

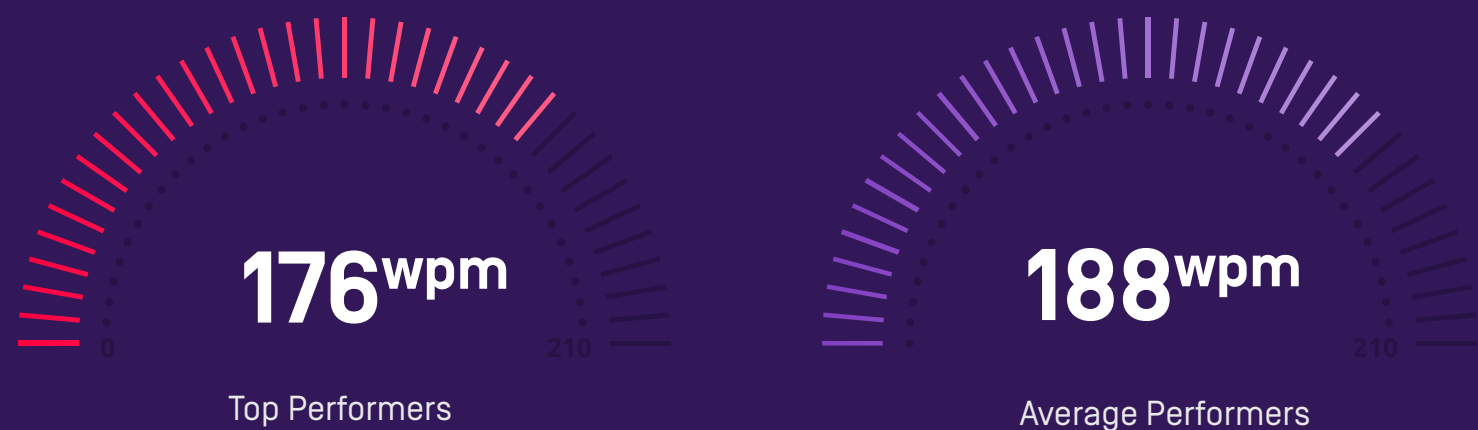
We analyzed **over 67,000 demo recordings** with AI and uncovered the following patterns about successful objection handling.

1. Respond by Pausing



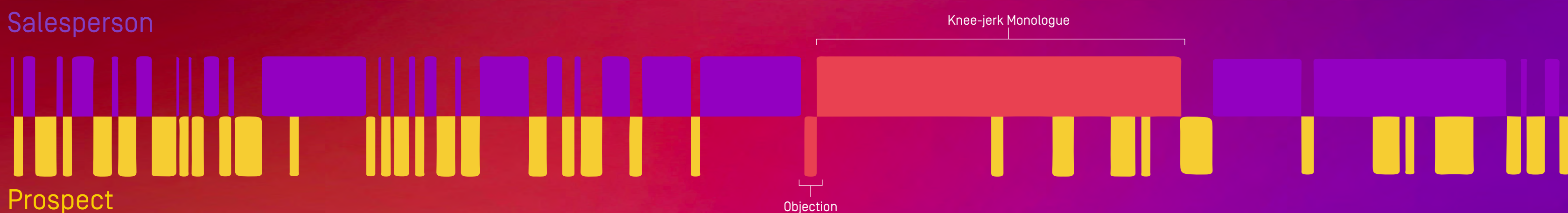
Don't Panic. Take a moment to think. After hearing an objection, star reps pause for much longer than their less successful peers.

2. Slow it Down



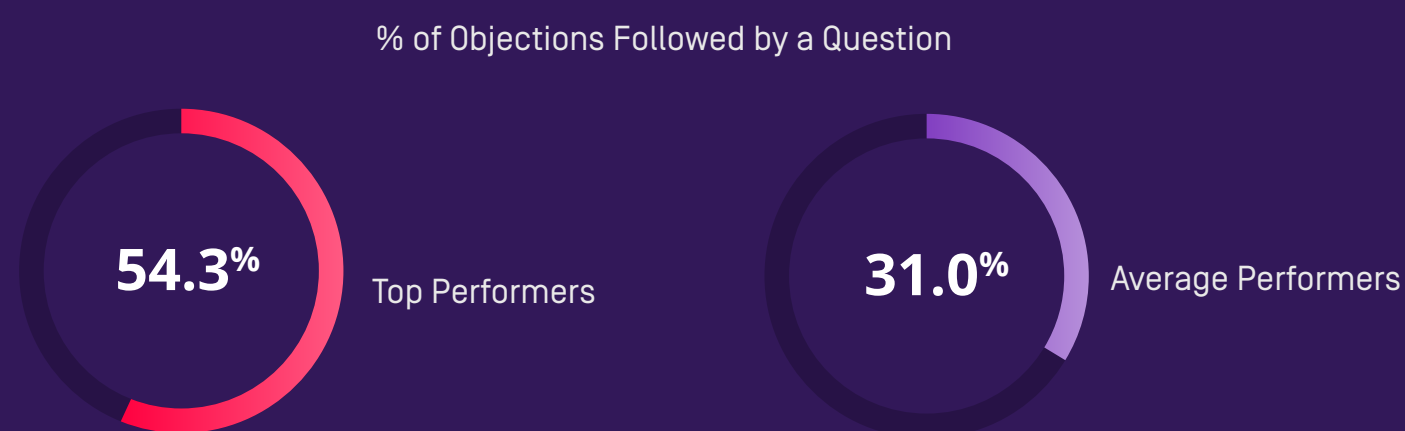
Average reps nervously talk faster upon receiving an objection, whereas star sellers actually **speak more slowly**, demonstrating they're in control.

3. Avoid Monologue Responses



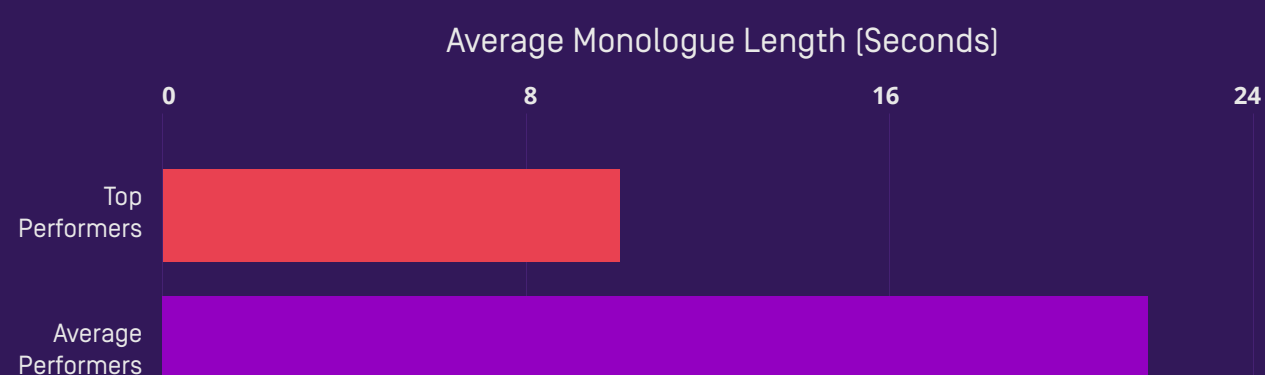
Avoid the "knee-jerk" monologue response average reps that can have to an objection.

4. Ask Questions



Responding to objections in a **thoughtful, inquisitive way** will help you have a better conversation.

5. Learn Before Responding



Ask questions and **speak less** after an objection to truly understand the objection your prospect is raising before responding to it.