

Overcoming Objections

Objections aren't rejection. They're the customer saying, "I need more information." It's important to understand and acknowledge customers' concerns. This is your chance to show the value and benefit of your recommendation.

Best Practices

- Ask permission from the customer to **understand and explore the issue**.
- **Don't get defensive:** When a customer shares a concern, let them know you heard them and can help. Empathize, relate, and provide a solution.
- **Ask open-ended discovery questions** to help arm you with answers to overcome objections.
- Explain how your **tailored solution addresses their concerns**. Instead of listing features, talk about how your solution brings value and will benefit the customer.
- **Be confident!** Optimum Mobile is a tremendous value that all customers could benefit from.

Common objections and examples of responses

- **Objection:** "I'm not comfortable switching."
Response: Understand the customers concerns and respond with *"I Totally understand. Switching feels big—but we make it super easy. We'll transfer your number, and you're covered by our 30-day satisfaction guarantee. Zero risk, all reward."*
- **Objection:** "I heard your service isn't good."
Response: This is where you transfer your confidence to the customer. *"If you heard that, I get you may have concerns about switching. But Optimum Mobile runs on the Nations fastest and largest 5G network. Millions rely on it, and you can try it risk-free for 30 days."*
- **Objection:** "What's the catch?"
Response: Provide clear direction on the offer requirements and have excitement! *"There is no catch! Just two requirements: port in your number or finance a new device, and keep your internet active for 12 months. That's it!"*
- **Objection:** "I'm stuck in a contract."
Response: *"Let's run the numbers together. Chances are, at \$30 a month, your savings usually cover the termination fees in a few months. After that, you're just piling up savings."* Make it real for them so they can see past the contract roadblock.

Take action!

Huddle with your teammates to discuss the most common objections you encounter, share your best practices for tackling them, and close some Mobile sales!