

Level 3, Module 5 – Objection Handling: Turning Hesitation into Opportunity

Purpose / Objective

Learn how to handle common buyer objections calmly and confidently — using **empathy, clarity, and redirection** — so conversations don't end but move closer to a decision.

Intro / Hook

“Every buyer who’s serious will eventually raise objections.

And that’s not a bad thing — it’s actually a sign of interest.

In this module, we’ll turn those ‘hesitations’ into opportunities to connect, clarify, and continue the conversation.”

Insight 1 – Understand What Objections Really Mean

An objection isn’t rejection — it’s the buyer saying, “**I’m not yet sure.**”

When they raise issues about price, terms, or timing, they’re revealing **what matters most to them.**

 Instead of reacting defensively, **listen for clues.**

When you understand the reason behind their hesitation, you’ll know how to respond with **empathy and relevance.**

 *Don’t fight objections. Decode them.*

Insight 2 – The Three-Step Framework: Acknowledge, Clarify, Reframe

You don't need complicated techniques — just three simple, powerful steps.

Step	Action	Purpose	Sample Line
1. Acknowledge	Start by agreeing or empathizing.	Builds emotional safety and rapport.	“Totally understand, Ma’am — that’s an important concern.”
2. Clarify	Ask a gentle question to find the real reason.	Helps you respond to the true issue.	“Can I ask what part of the payment feels a bit heavy — the downpayment or the monthly?”
3. Reframe	Offer perspective, options, or reassurance.	Shifts focus from problem to possibility.	“That’s why many clients choose the 36-month term — it keeps the monthly light while securing the promo price.”

 *Use this 3-step pattern naturally, not mechanically. It should feel like a calm, caring conversation.*

Insight 3 – Common Objections and Sample Responses

Let's look at examples of how to use the **Acknowledge** → **Clarify** → **Reframe** framework in real conversations.

Objection	Acknowledge	Clarify	Reframe / Suggested Response
“It’s too expensive.”	“Yes, I get that.”	“May I ask which part seems too high — the price or the monthly?”	“That’s why many clients start with a smaller unit or take advantage of the promo term.”
“I need to think about it.”	“Of course, take your time.”	“Would it help if I send you a short summary of your best options?”	“That way you can review calmly and I can answer any follow-ups tomorrow.”
“I’ll buy next year.”	“That’s okay — timing is important.”	“Do you already have a goal month in mind?”	“If you reserve now, you lock in today’s price even if turnover is next year.”
“I’m abroad / OFW.”	“Yes, many of my clients are too.”	“Do you prefer an online walkthrough or a recorded presentation first?”	“We can complete everything remotely — reservation, documents, and even virtual tours.”
“My spouse needs to decide.”	“Totally understand.”	“Would you like me to prepare a short summary you can show them?”	“It helps when both of you see the key points visually — I can make that quick deck for you.”

 These aren't scripts — they're tone models: calm, helpful, and confident.

Insight 4 – Keep the Door Open

Some buyers won't decide right away — and that's fine.

What matters is **how you close the conversation**.

Example:

“No worries, Ma’am — I’ll keep you updated if any new promos come up.
Would it be okay to check in again next month?”

 Always end with warmth and direction — it leaves the door open for future follow-up.

Application Activity

1. Review **3 recent inquiries** where the buyer hesitated.
2. Write your own **Acknowledge–Clarify–Reframe** responses for each.
3. Practice saying them out loud until they sound **natural and empathetic**.
4. Test them in real conversations — adjust based on tone and buyer reaction.

 *Mastering tone + timing = confidence under pressure.*

Bridge / Closing

“And that’s Module Five — *Objection Handling*.

Remember, objections mean your buyer is thinking.

If you stay calm, listen, and guide, you’ll turn hesitation into movement — and movement into sales.”

Trainer Notes

- **Target Runtime:** 3½–4 minutes narration
- **Visuals:** Chat screenshots showing calm responses, short reenactments, tone examples
- **Downloadable:** *Objection Response Builder (PDF)* – includes templates for A-C-R practice and personalization

Downloadable Reference: Objection Response Builder

“Turn Hesitations into Opportunities with Confidence”

Section 1 – Purpose of This Toolkit

This toolkit helps FilAsia sellers **respond to common buyer hesitations** with empathy and confidence.

It’s designed to help you turn objections into continuing conversations that build trust and direction.

Use it alongside your Module 5 training video.

Section 2 – The 3-Step Framework (Acknowledge – Clarify – Reframe)

Step	What to Do	Why It Works	Sample Line
1. Acknowledge	Start by agreeing or empathizing.	Builds emotional safety and respect.	“Totally understand, Ma’am — that’s an important concern.”
2. Clarify	Ask a gentle question to uncover the real issue.	Helps you respond to what truly matters.	“Can I ask what part feels a bit heavy — the downpayment or the monthly?”
3. Reframe	Offer perspective, options, or benefits.	Shifts focus from problem to possibility.	“That’s why most of my clients choose the 36-month term — it keeps the monthly light.”

 *Practice until your tone sounds natural, not scripted.*

Section 3 – Common Objections and Sample Responses

Objection	Acknowledge	Clarify	Reframe / Suggested Response
“It’s too expensive.”	“Yes, I get that.”	“May I ask which part seems too high — the price or the monthly?”	“That’s why many clients start with a smaller unit or take advantage of the promo term.”
“I need to think about it.”	“Of course, take your time.”	“Would it help if I send you a short summary of your best options?”	“That way you can review calmly and I can answer any follow-ups tomorrow.”
“I’ll buy next year.”	“That’s okay — timing is important.”	“Do you already have a goal month in mind?”	“If you reserve now, you lock in today’s price even if turnover is next year.”
“I’m abroad / OFW.”	“Yes, many of my clients are too.”	“Do you prefer an online walkthrough or a recorded presentation first?”	“We can complete everything remotely — reservation, documents, and even virtual tours.”
“My spouse needs to decide.”	“Totally understand.”	“Would you like me to prepare a short summary you can show them?”	“It helps when both of you see the key points visually — I can make that quick deck for you.”

Section 4 – Personalization Practice Sheet

Use this space to write your **own 3 customized responses** from recent buyer conversations. Follow the **A–C–R (Acknowledge–Clarify–Reframe)** format.

Objection Acknowledge Clarify Reframe / Response

 *Tip: Practice your tone. Calm, confident, and caring always works better than defensive.*

Section 5 – Quick Coaching Reminders

1. **Stay calm.** Tone builds trust more than words.
2. **Don’t argue — guide.** Agree first, then add perspective.

3. **Personalize every time.** No buyer wants to feel like a script.
4. **End with direction.** Always leave the conversation open for a next step.
5. **Follow up politely.** A soft message after a few days can rekindle interest.

Section 6 – Bonus Prompt for AI Practice

If you want to practice with ChatGPT or another AI tool, use this:

Prompt:

“You are my sales coach. I’ll type a buyer objection, and you’ll help me craft a 3-step (Acknowledge–Clarify–Reframe) response in warm, conversational tone for real estate sales.”

 This lets you role-play anytime and sharpen your objection-handling tone.