

# Build Your Custom Buyer Objection Script

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## Step 1: Identify the Objection

- What is your buyer saying?
  - Example: "I can't afford the down payment."

## Step 2: Understand the Core Fear

- What's underneath that objection?
  - Fear of financial instability?
  - Misinformation or assumption?
  - Lack of trust?

## Step 3: Empathize with the Emotion

- How can you validate their concern?
  - "That makes sense..."
  - "You're not alone..."

## Step 4: Pivot the Conversation

- What powerful question can open their mind?
  - "What do you know about \_\_\_\_\_?"
  - "Would it help if we explored \_\_\_\_\_?"

## Step 5: Offer Strategy

- What tool, story, or expert can help move them forward?
  - 1% down loan
  - Home warranty
  - Real-world client example

# Plug-and-Play Script Templates

## Template 1:

"It sounds like you're feeling \_\_\_\_\_. What do you know about \_\_\_\_\_? Just imagine if \_\_\_\_\_. How would you feel if \_\_\_\_\_?"

## Template 2:

"It seems like you're frustrated by \_\_\_\_\_. Would it help if we looked at \_\_\_\_\_?"

## Template 3:

"You're not alone in feeling \_\_\_\_\_. What if we could find a way to \_\_\_\_\_?"

## Template 4 (Bonus - Doubt Flipper):

"What if the thing you're worried about is actually the key to unlocking what you really want? Want to explore that together?"

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**Pro Tip:** Pause after your first question. Let the buyer talk. Mirror back what they say. THEN pivot.

Use this worksheet during buyer consults, team training, or role-play sessions. You don't have to memorize everything—you just need a starting point to build trust and momentum.

