12. Objection Handling Frameworks

10. Sales & Marketing Concepts · https://clients.financevine.ca/docs/12-objection-handling-frameworks/

When working with internet leads, objections are *guaranteed*. However, a common mistake agents make is treating an objection as a final rejection or a debate to be won.

In reality, most objections from online prospects are **reflex resistance**—a defensive reaction caused by guard-up uncertainty, fear of being sold, or a lack of clarity. Countering an objection with a pushy, canned script will only drive the lead away. To convert these opportunities, you must move away from rigid scripts and rely on a structured **Objection Handling Framework**.

The Golden Framework: The LAER Model

The LAER model shifts the conversation from a high-pressure pitch to a collaborative, consultative discussion. It gives you a reliable structure to process any stall or pushback:

1. **Listen:** Allow the prospect to express their full thought without interrupting. Pay attention to the emotion and underlying hesitation behind their words.
2. **Acknowledge:** Validate their concern so they feel heard and respected. This immediately diffuses tension and lowers their guard.
3. **Explore:** Ask an open-ended, clarifying question to uncover the real problem behind the surface-level objection.
4. **Respond:** Offer a tailored recommendation or alternative perspective that addresses their underlying issue.

Identifying and Handling Common Mortgage Objections

Prospects rarely speak in textbook objections. To apply the LAER framework effectively, you first need to recognize what their real concern is based on how they express it in everyday language.

1. Category A: "I want to shop around / compare other rates."

- **What it sounds like in practice:** "*Just email me your rate sheet,*" "*I'm talking to three other brokers right now,*" or "*What's your best rate today?*"
- **The Underlying Concern:** They fear overpaying, being taken advantage of, or locking themselves into a deal before seeing all their options.
- **How to handle it (LAER):**
  - *Acknowledge:* "I completely agree with you—shopping around for one of the biggest financial decisions of your life is the smartest thing you can do."
  - *Explore:* "Just so I can give you an accurate comparison, what specific terms or rate figures are you using as your baseline right now?"
  - *Respond:* "A rate quoted on paper without reviewing your full credit and equity profile often changes at the underwriting stage. Let's pull your numbers together today so you have a rock-solid quote to measure everyone else against."

2. Category B: "The rate/payment isn't good enough."

- **What it sounds like in practice:** "*That payment is way higher than what I have now,*" "*My bank quoted me lower,*" or "*I can't afford that monthly figure.*"
- **The Underlying Concern:** Sticker shock or failing to see the net financial benefit beyond a single interest rate number (e.g., in a debt consolidation scenario).
- **How to handle it (LAER):**
  - *Acknowledge:* "I hear you. Nobody wants to pay more each month than they absolutely have to."
  - *Explore:* "When you look at that monthly mortgage payment, are you evaluating it on its own, or are you factoring in the high-interest credit card debt we'd be wiping out alongside it?"
  - *Respond:* "While the mortgage interest rate itself is higher than your previous term, eliminating your $1,200/month credit card obligations actually net-saves your household $600 every single month. Let's focus on your total monthly cash flow rather than just the isolated mortgage line item."

3. Category C: "I’m not ready yet / I want to wait."

- **What it sounds like in practice:** "*I'm just browsing,*" "*We aren't doing anything until next year,*" or "*I'm just trying to get a rough idea of numbers.*"
- **The Underlying Concern:** Overwhelm, fear of making a wrong financial move, or a lack of clear urgency.
- **How to handle it (LAER):**
  - *Acknowledge:* "That makes total sense. There is no reason to rush into a commitment before you're completely comfortable."
  - *Explore:* "Out of curiosity, what milestone or market change are you waiting for before taking the next step?"
  - *Respond:* "Preparing 6 to 12 months in advance is actually the best way to ensure you get approved smoothly when you *are* ready. Let's run a quick baseline check now so we can identify and fix any potential credit or income roadblocks today, rather than being surprised later."

Identifying and Handling Common Life Insurance Objections

Life insurance touches on sensitive topics like family finances and mortality. Prospects often use objections as an emotional protective blanket.

1. Category A: "It’s too expensive."

- **What it sounds like in practice:** "*I don't have an extra $150 a month right now,*" "*That's a bit steep for our budget,*" or "*Do you have anything basic for $20?*"
- **The Underlying Concern:** The value of the coverage hasn't surpassed the pain of the monthly outlay, or the initial quote exceeded their actual comfort zone.
- **How to handle it (LAER):**
  - *Acknowledge:* "I completely understand. With inflation where it is, every dollar in your monthly budget matters."
  - *Explore:* "If we were to look at a structure that gives your family significant protection, what monthly number would feel like a seamless fit for your current budget without creating stress?"

- *Respond:* "Having some protection in place is infinitely better than leaving your family with zero coverage. Let's scale back the term or coverage amount slightly today so it fits comfortably into your budget, and we can always adjust it upward in the future as your income grows."

2. Category B: "I need to think about it / I’m not ready."

- **What it sounds like in practice:** "*I need to talk to my spouse,*" "*Send me the info in an email and I'll get back to you,*" or "*I need to review my finances first.*"
- **The Underlying Concern:** Decision fatigue, hesitation to discuss sensitive topics, or wanting to avoid a pushy salesperson.
- **How to handle it (LAER):**
  - *Acknowledge:* "I respect that completely. An insurance policy affects your entire household, so taking time to review it together is the right move."
  - *Explore:* "So I can make sure I send over the exact information you and your spouse need to review, what is the main question or concern you think they will bring up first?"
  - *Respond:* "Instead of sending over generic brochures that might be confusing, let's pencil in a brief 10-minute follow-up call with both of you on the line later this week. That way, I can answer your spouse's questions directly and ensure you have all the facts to make a decision together."

The Bottom Line

Objections aren't roadblocks; they are signposts pointing to what your prospect is missing—whether that is trust, clarity, or budget alignment. By using a structured framework like LAER, you stop reacting defensively and start guiding prospects through their hesitation, transforming simple stalls into signed deals.