



## 01, Objections

*"...that's ok...no problem...now when you say.."*

### ***Feel Felt Found***

*...I understand how you feel  
...most clients have felt the same way  
...here's what they/we have found...*

### **Haven't needed to use a company like yours**

- When was the last time you had a pipe break, sprinkler head, or flash flooding?
  - How did you handle your last *pipe break*...?

### **Price is too high**

- Compared to what?
- What is your budget?
- When was the last time we did a job for you that the price was too high?
- What do we need to do to review some pricing options to meet your budget?

### **Already have a company we use**

- Who do you use?
- What do you like about them?
- How long have you been using them?
- What could they be doing better for you?
- What services can they not provide for you?
  - Who do you use for those services?
- How would you compare the *company* you use to **[Your Restoration Company]**?
  - What would make you give us a shot?
- How does the competitor help you implement an emergency preparedness plan?



### **Not a priority for us**

- What exactly/which part is not a priority for you?
  - Repeat what isn't the priority
- Why is the *ERP* not a priority?
- What is your current top priority?
- When will the *ERP* be a top priority?

### **I'm Busy/No Time**

- When will you have time to discuss an *emergency preparedness plan*?
  - At that time you will be able to *meet*?

### **Need to be an approved vendor**

- What does that process look like?
- If we are an approved vendor, you can use us for *emergency restoration services*?
- How long does the vendor approval process take?

### **Do the work in house**

- How long have you been doing restoration work in house?
- What limitations do you have?
  - Who do you hire for those services?
  - How long have you been using them?
- What certifications do you and your staff have?
- What liability concerns do you have?
- How much drying equipment do you have on site?