Overcoming Objections

Handling price at the close — the Feel, Felt, Found method

How Do You Overcome Price at the Close?

1. First, Isolate the Objection

- "Is there anything other than the cost that has you concerned?"
- Get them to agree that the policy you've recommended is the coverage they actually need.
- "Wouldn't you agree that the policies we've discussed would protect your family better than what you have now?"

2. Feel, Felt, Found

- **Feel —** "I understand how you feel."
- **Felt —** "Other clients have felt the same way about the price at first."
- **Found —** "What they found was that the added protection was well worth it."
- **Then —** go back to the close.

3. Break Down the Difference Daily

- Reduce the price difference to a daily cost in your close — "That's about $X a day to protect your family."
- Go back to the close.

4. What If That Still Doesn't Work?

- First, adjust deductibles, package options, etc.
- Remove the umbrella and/or reduce liability limits to 100/300.
- Always go back to the close.

> **ALWAYS GO BACK TO THE CLOSE.**
> Every objection ends the same way — return to asking for the business.