
Objection Rebuttals

RESPONSE HOTLINE

“I’m really glad you brought that up — that’s exactly why I’m here.”

Feel / Felt / Found — Sales 101

Objection Rebuttals

How to Turn an Objection Into a Sale

1. Incorporate the usual objections in your presentation to prevent objections before they arise.
2. Use a scripted hotline and/or Feel/Felt/Found to take control of the conversation.

THE REBUTTAL PROCESS



Feel / Felt / Found

THE FORMULA

“Yes, you feel X — and others felt that way too. When they did Y, they found Z.”

Uncover True Objections

Offer a direct solution for what’s preventing the customer from making a no-risk decision. This quickly reveals whether an objection is real or just hesitation.

Build Confidence Through Social Proof

By referencing a similar concern a neighbor had — and how it was resolved — you demonstrate credibility and build trust in the solutions you can provide.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Price — Current Promo

“We called in and got a really good deal. Right now we’re only paying \$60 for the gig. We’ll probably wait till that goes up before switching.”

UNDERLYING BENEFIT

Save 15–20% now with grandfather pricing locked in.

“No one wants to pay \$100+ for cable internet — that’s exactly why people drop cable. Price and value are clearly important to you. Let me show you what our full-rate pricing looks like and how grandfather pricing protects you long-term.”

- Present full-rate pricing side by side.
- Highlight grandfather pricing — lock in today’s rate.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Upgraded Package (400+ Mbps)

“We’re happy with what we have. It’s much faster and more consistent than it used to be.”

UNDERLYING BENEFIT

If speed and reliability matter, fiber is the natural next step.

“A lot of your neighbors said the same thing. When they switched to internet-only, they upgraded to fiber to make sure everything ran flawlessly. Speed, reliability, and whole-home coverage — that’s exactly what fiber delivers.”

- 100% dedicated fiber — not shared like cable.
- Think of it like upgrading to a new iPhone: same idea, way better experience.
- Zero downtime during installation.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Hassle — “Juice Ain’t Worth the Squeeze” You don’t lift a finger. We handle everything.

“We’re fine where we are. We don’t want any hassle of switching.”

UNDERLYING BENEFIT

“We take care of everything — setup, install, device reconnection. All you do is pick a Wi-Fi password. Netflix, Gmail, Zoom, YouTube — all of it will just run better from day one. And you’ll stop overpaying for slower service.”

- Price protection — no surprise rate hikes.
- Dropping cable was a no-brainer once you saw better options. This is the same move.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Trust — Wants to Research First

“We want to talk to some neighbors and look stuff up online first.”

UNDERLYING BENEFIT

Let them try it side by side — like a test drive.

“Not having any downtime and making the right decision is clearly important to you. Did you test drive your car before buying? Walk through your home before purchasing? This is the same principle — let the service speak for itself.”

- Use the car/home purchase analogy to normalise the try-before-you-commit mindset.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Quick “Not Interested”

“We’re just not interested.”

UNDERLYING BENEFIT

A side-by-side comparison makes upgrading an obvious choice.

“Is it the potential savings you’re unsure about, or the fiber upgrade itself? What specifically about switching to fiber has you hesitant?”

- Redirect the objection into a specific, answerable question.
- Silence the vague “no” by surfacing the real concern.

Customer Concern vs. Benefit We Offer

CUSTOMER CONCERN

Wants to Hold Off

“We’ve got a lot going on right now. We want to hold off.”

UNDERLYING BENEFIT

Waiting only costs the customer — they miss the promo and keep overpaying.

“We’re not asking you to lift a finger. We set up the router, reconnect all your devices to the new network, and let you choose the Wi-Fi password — even move the router to a better spot if you’d like. The only thing that changes is you’ll pay less for faster internet.”

- Delay = missed promo + continued overpayment on current service.
- Reinforce the zero-effort install: you handle everything.

Objection Rebuttal

Recaps

Every NO SELL in fiber should always and only be seen as a Valuable Lesson — your opportunity to sell again. That's why NO SELL backwards is LESSON. Sales is about persistence, not perfection.

A LEAD → SALE is a DEAL you can SEAL.
Keep going. Every door is a new opportunity.