The ObjectionLabs Sales Handbook

A practical guide to practicing objections, banking the ones you hear for real, and tracking whether you're actually getting better.

Why objections are a skill, not a personality trait

Most reps learn objection handling by losing deals. You hear "it's too expensive," you fumble, the call ends, and you promise yourself you'll have a better answer next time. Next time arrives three days later and you fumble again.

The fix isn't a bigger script binder. It's reps — short, repeated, graded practice on the exact objections your market throws at you. That's what this handbook is about. Three tools, one routine.

- **Objection Lab** — practice against an AI buyer and get graded on what you said and how you said it.
- **Objection Bank** — log the objections you actually heard on real calls and turn them into team scripts.
- **Scores** — watch your average, your best rep and your weakest objection type move over time.

1. The Objection Lab

The Lab generates a realistic objection, you answer it, and you get a score out of 100 with coaching. Pick your trade and the objection type, or let it choose your weakest one.

How a rep works

- Choose a vertical (HVAC, roofing, plumbing, electrical, or general) and an objection type — price, stall, "send me info," happy with current provider, and more.
- Read the objection the way a real buyer would say it. Don't skim it.
- Answer out loud if you can. You can type your response, or use **Say it out loud** to record up to two minutes of voice.
- Read the grade and the two things to work on. Then do it again with the same objection type until the score moves.

What the grading looks at

- **Acknowledgement** — did you make the buyer feel heard before you pushed back?

- **Reframe** — did you move the conversation from price to value, risk or timing?
- **Specifics** — numbers, names, timelines. Vague answers score low.
- **The ask** — did you close the loop with a next step, or just stop talking?
- **Tone** (voice reps only) — confidence, pace, energy and filler words, scored separately with delivery notes and your transcript.

Rule of thumb: a 60 means you said reasonable words. An 85 means the buyer would have kept talking to you.

2. The Objection Bank

The Lab is practice. The Bank is the real world. Every time you hear an objection on a live call, log it: what they said, the context, and what you actually answered. You get graded coaching plus a suggested best answer your whole team can reuse.

What to log

- The buyer's **exact words**, not your summary. "I need to talk to my wife" is a different objection from "I'm not sure it's worth it."
- Context — new install or repair, inbound or door knock, who else was in the room.
- Your real response, including the parts you're not proud of. A cleaned-up version gets you useless coaching.
- Times heard — bump it each time the same objection shows up, so the team knows what's common versus rare.

Log within an hour of the call. Memory of the exact wording fades fast, and the exact wording is the whole point.

What managers see

On the team page, each rep shows a Bank count and their average Bank score next to their Lab numbers. Open a rep's name to read every objection they submitted, what they said, the coaching, and the suggested best answer. Reps only ever see their own entries plus shared team entries.

3. The Scores page

Practice without a scoreboard turns into busywork. The public Scores page shows aggregated, anonymous results across all ObjectionLabs training — average score, best score, total reps, the score trend over time, the grade distribution, and average score by objection type.

- **Use it as a benchmark.** If the field average sits in the 60s and you're at 58, you know where you stand.

- **Use the type breakdown.** The objection type with the lowest average is where the whole industry is weak — and where a good answer is worth the most money.
- **Nobody is identified.** No names, emails, teams, raw objections or responses are ever published, and thin groups are hidden entirely.

Your own numbers live on your dashboard and history pages: streak, weekly goal, average, best rep, and your weakest objection types.

The weekly routine

This is the part that actually changes close rates. Ten minutes a day beats a two-hour training once a quarter.

When	What you do	Time
Every morning	Two Lab reps on your weakest objection type, out loud	8 min
After every live call	Log any new objection in the Bank with the buyer's exact words	3 min
Friday	Read your history, note your average and pick next week's target type	10 min
Monthly (managers)	Review rep Bank entries, promote the best answers into team scripts	30 min

Four objections worth mastering first

"It's too expensive."

What it really means: Usually means "I don't see why it costs this much," not "I have no money."

How to answer: Agree it's a real number, then break the price into what it replaces: the repair bill they'll pay again, the energy they're wasting, the callback risk. Finish with a choice of two options, not a discount.

"I need to think about it."

What it really means: Means something specific is unresolved and they don't want to argue about it.

How to answer: "Totally fair. Most people who say that are weighing one of two things — the price or the timing. Which one is it for you?" Then handle the real objection.

"Just send me some information."

What it really means: Usually a polite exit.

How to answer: "Happy to. So I send the right thing instead of a brochure — what's the one thing you'd need to see to say yes?" Send that one thing, and book the follow-up before you hang up.

"We're happy with who we use."

What it really means: Loyalty, or inertia dressed as loyalty.

How to answer: "Good — that means they've earned it. I'm not asking you to switch. When something goes sideways and they can't get out same-day, can I be the backup you call?"

Start your first three reps free

No account needed for your first three reps: **objectionlabs.com/try**. Free accounts get three AI-graded reps every month; Pro is unlimited. Questions: (801) 999-0869.