

HANDLING QUESTIONS AND OBJECTIONS WITH CONFIDENCE

Parents and adult beginners often have concerns before committing long-term. Objections are not rejections; they are simply questions that need reassurance. **Addressing concerns with confidence builds trust and strengthens your relationship with the prospect.**

THE PROBLEM:

If questions are ignored or answered briefly, leads may feel unsupported. Unmet concerns become silent barriers that prevent them from joining.

THE SOLUTION:

Provide calm, clear reassurance that addresses both practical and emotional concerns.

ACTION STEPS:

LISTEN FULLY BEFORE RESPONDING

Let the lead share their entire worry. **Feeling heard makes them more receptive to your answer.**

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RESPOND WITH EMPATHY, NOT PRESSURE

Use lines like “That’s a very common question” or “Totally understandable”.
Empathy lowers defensiveness.

OFFER SIMPLE, EVIDENCE-BASED REASSURANCE

Use examples, class routines or instructor support to demonstrate safety and structure. **Evidence builds confidence.**

USE POSITIVE LANGUAGE TO REFRAME CONCERNS

For example, “Nervous beginners usually settle in within just a couple of sessions.” **Reframing turns worry into possibility.**

Handled well, objections become opportunities to build trust. When prospects feel understood, supported and reassured, their path to joining becomes much clearer.