

# Stating Reasons and Answering Objections

1. **Opinion:** Shopping is good for you.
  - a. Shopping gets you useful items.
  - b. Shopping gets you things you don't need.

Answer to Objection:

- c. Shopping is boring.
- d. Shopping is fun.

Answer to Objection:

- e. Shopping is expensive.
- f. Shopping saves you money.

Answer to Objection:

- g. Shopping teaches you about new products and ideas.
- h. Shopping makes you want things you don't need.

Answer to Objection:

2. **Opinion:** You should stop eating fast food.
  - a. Fast food is bad for you.
  - b. Fast food is fast.

Answer to Objection:

- c. Fast food is greasy.
- d. Fast food tastes good.

Answer to Objection:

- e. Fast food fills you up.
- f. Fast food is very high in fat and calories.

Answer to Objection:

- g. Fast food is easy.
- h. Fast food is expensive.

Answer to Objection:

# Stating Reasons and Answering Objections

1. **Opinion:** Shopping is good for you.
- a. Shopping gets you useful items. REASON
  - b. Shopping gets you things you don't need. OBJECTION

Answer to Objection: Possible answer: Shop only for things you need.

- c. Shopping is boring. OBJECTION
- d. Shopping is fun. REASON

Answer to Objection: Don't shop for too long.

- e. Shopping is expensive. OBJECTION
- f. Shopping saves you money. REASON

Answer to Objection: Only buy things on sale.

- g. Shopping teaches you about new products and ideas.  
REASON
- h. Shopping makes you want things you don't need.  
OBJECTION

Answer to Objection: Buy only the things you need.

2. **Opinion:** You should stop eating fast food.

- a. Fast food is bad for you. REASON
- b. Fast food is fast. OBJECTION

Answer to Objection: Quick service is unimportant when what is served

- c. Fast food is greasy. REASON is unhealthy.
- d. Fast food tastes good. OBJECTION

Answer to Objection: The food may taste good, but it makes you sick

- e. Fast food fills you up. OBJECTION later on.
- f. Fast food is very high in fat and calories. REASON

Answer to Objection: It isn't healthy to fill up on fat and calories.

- g. Fast food is easy. OBJECTION
- h. Fast food is expensive. REASON

Answer to Objection: Why pay extra for a little convenience?