

Preemptive Rebuttal Template

Module 3.4 - Address Objections Before They're Raised

The Formula

"You might be thinking [objection]. And I get that. Here's what I've learned: [your response that makes the objection work for you]."

Build Your Preemptive Rebuttals

Objection	Preemptive Acknowledgment	Your Redirect
Most common objection:		
Second most common:		
The one that scares you:		

Building Block Practice

Take one objection and turn it into evidence for your position:

Element	Your Response
The objection:	
Why it actually supports your argument:	
Your building block response:	