

PURPOSE: Objections from customers are an opportunity to reveal what they need. Being able to resolve an objection can lead to areas of agreement and compromise. Outline the toughest objections you face from customers using the AIR Approach (Acknowledge, Investigate, Relate & Respond) to overcome these customer objections.

TOUGH CUSTOMER OBJECTIONS	PRESCRIBED RESPONSES
	<p>Acknowledge</p> <p>Investigate</p> <p>Relate</p> <p>Respond</p>
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