Easy Care handling objections checklist

A checklist for team managers

Discussing objections with your team

A quick checklist to check whether your team feel calm, confident, and ready when clients have questions or hesitations about Easy Care.

1. Build Confidence First
□ Team understands that objections are normal – not rejection
□ Everyone knows the goal is to help, not to sell

2. Know the Common Concerns
□ Team can recognise the usual worries (cost, commitment, confusion with insurance)
□ Everyone's clear on what each really means and how to respond simply

3. Keep It Conversational
□ Staff use friendly, natural phrases rather than scripted replies
□ Focus on empathy and reassurance, not persuasion

4. Use Tools and Visuals
□ Leaflets, posters or charts are ready to show value and explain coverage
□ Team knows where to find and share these quickly in consults

5. Practice Together
□ Team has tried a few real-life examples or role-plays from the worksheet
□ Everyone feels comfortable answering questions in their own words

6. End on a Helpful Note
□ Clients always leave with clear info or a leaflet to review later
□ Team follows up gently – no pressure, just support