# Roofing Objection Practice

Drills 1 and 2 of 6. Scripted training demonstrations, not customer transcripts. The manager reads the second homeowner line after the rep responds.

## 1. Your Quote Is $2,000 Higher

**Working hypothesis:** Price and value.

**Homeowner:** "Your quote is $2,000 higher."

**Rep clarifies:** "Would it help to compare the written scopes to see what explains the difference?"

**Homeowner continues:** "They include the same things."

**Rep answers:** "Let's check tear-off, materials, ventilation, permits, cleanup and warranty terms. If those match, we can discuss the remaining price difference honestly."

**Alternate branch:** If they will not share the other quote, explain your own scope and answer their specific question. If the scopes match and your price stays higher, say so; do not invent a competitor defect.

**Evidence to use:** Both written proposals when available; your own current scope and approved pricing authority. **Record the outcome:** A comparison review, a question assigned to the estimator, or a declined proposal.

## 2. I Need to Talk to My Spouse

**Working hypothesis:** Decision authority.

**Homeowner:** "I need to talk to my spouse."

**Rep clarifies:** "Of course. What information would help you both review the same proposal?"

**Homeowner continues:** "I'm not setting another meeting yet."

**Rep answers:** "Understood. I can leave the scope and answers in writing. Would you prefer to contact us when you're ready?"

**Alternate branch:** If they request a joint review, confirm participants and a mutually agreed time. If they choose no follow-up, honor that instead of trying to secure a signature from one person.

**Evidence to use:** Written scope, price, alternatives and unresolved questions. **Record the outcome:** Requested information sent or a specifically agreed review; no appointment invented.

# Roofing Objection Practice

Drills 3 and 4 of 6. Scripted training demonstrations, not customer transcripts. The manager reads the second homeowner line after the rep responds.

## 3. The Last Contractor Disappeared

**Working hypothesis:** Trust and evidence.

**Homeowner:** "The last contractor took a deposit and disappeared."

**Rep clarifies:** "Was your biggest concern the payment schedule, the work getting finished, or being unable to reach anyone?"

**Homeowner continues:** "Everyone shows good reviews."

**Rep answers:** "Reviews alone won't answer that. Let's look at the written payment milestones and who is responsible for updates. You can verify our business and documents independently."

**Alternate branch:** If a requested credential or reference is unavailable, assign an owner to obtain it and pause that claim. If they do not want to proceed, accept the decision.

**Evidence to use:** Current business identity, required credentials, actual payment schedule and permissioned references. **Record the outcome:** A specific document request with an owner, or a clean close of the file.

## 4. I Want the Insurer to Approve It First

**Working hypothesis:** Scope and process.

**Homeowner:** "I want my insurer to approve this first."

**Rep clarifies:** "Which part is unresolved: the inspection findings, the scope, or what your insurer will pay?"

**Homeowner continues:** "Can you guarantee they'll cover it?"

**Rep answers:** "I can explain our inspection and estimate. I can't promise a coverage decision. Let's write down the questions that belong with your insurer and the scope items we can answer."

**Alternate branch:** If they ask for policy interpretation, keep that question with the insurer or appropriately qualified adviser. Do not use a repair concern as a reason to promise claim approval.

**Evidence to use:** Inspection findings and estimate; label unconfirmed coverage separately. **Record the outcome:** Scope clarification or a documented specialist handoff; no unsupported insurance promise.

# Roofing Objection Practice

Drills 5 and 6 of 6. Scripted training demonstrations, not customer transcripts. The manager reads the second homeowner line after the rep responds.

## 5. I Already Have a Roofer

**Working hypothesis:** Trust, relationship or a firm boundary.

**Homeowner:** "I already have a roofer."

**Rep clarifies:** "Understood. Would you like us to close the inquiry?"

**Homeowner continues:** "Yes, we've chosen someone."

**Rep answers:** "Thanks for letting me know. I'll update the record."

**Alternate branch:** If they instead ask for a second opinion, define the exact question and the appropriate review. Do not criticize the chosen contractor or keep selling after the decision is clear.

**Evidence to use:** The homeowner's stated decision; your own documented findings if a second opinion is requested. **Record the outcome:** Closed/lost with the actual reason, or a requested second-opinion appointment.

## 6. Maybe Next Spring

**Working hypothesis:** Timing or priority.

**Homeowner:** "Maybe next spring."

**Rep clarifies:** "Would you prefer no follow-up, written information now, or one check-in at a date you choose?"

**Homeowner continues:** "I don't want calls all winter."

**Rep answers:** "Understood. I'll record that. If you want a single spring check-in, you can choose the date; otherwise we'll leave it with you."

**Alternate branch:** If a date is agreed, repeat the date and channel. If not, do not enroll them in a repeated follow-up sequence. Any current repair concern must be described using actual findings, without invented urgency.

**Evidence to use:** Stated timing and contact preference, plus any actual inspection finding. **Record the outcome:** One agreed next action or no further contact, accurately recorded.

# Manager Coaching Scorecard

Score what can be observed. A high total never excuses an invented claim, pressure after a refusal or a false outcome record.

**Rep / reviewer / drill / date** ______________________________________________

**Scale:** 0 = missed or contradicted; 1 = partial or prompted; 2 = demonstrated independently. N/O = not observed; exclude it from the possible score.

| Behavior | Score | Exact words / evidence |
|---|---|---|
| Listening without interruption | | |
| Neutral clarification | | |
| Relevant verified evidence | | |
| Role and homeowner boundaries | | |
| Agreed next step or accepted decline | | |
| Accurate outcome recording | | |

**Worked calibration:** the article's price-defense example scores 1, 0, 1, 0, 2, 2 = 6/12. The unsupported competitor claim must be corrected regardless of the total. This is an illustrative manager judgment, not a validated sales-performance measure.

**One behavior to replay / the replacement response**

__________________________________________________________

__________________________________________________________

**Follow-up observation / evidence of change** ______________________________________________

Use de-identified training prompts. Preserve authorized recording context in the approved review system; do not paste customer details into public generators.

Full guide and source notes: ghostrep.ai/blog/5-types-roofing-sales-objections