

1 PURPOSE

The purpose of this guidance is to help advisers at Impact Financial Services respond professionally and appropriately to client objections.

Clients may express concerns or hesitation when considering financial products. These objections are often related to:

- affordability
- perceived need for protection
- lack of understanding of the product

Advisers should treat objections as an opportunity to provide further clarification and help clients make informed decisions.

2 UNDERSTANDING CLIENT OBJECTIONS

Client objections do not always mean that the client is rejecting the recommendation.

Often objections reflect:

- uncertainty
- lack of understanding
- a need for additional reassurance

Advisers should remain calm, professional and supportive when addressing client concerns.

3 COMMON TYPES OF OBJECTIONS

Advisers may encounter several common objections from clients.

Examples include:

- "I need time to think about it."
- "The premium is too expensive."
- "I already have cover."
- "I don't think I need protection."
- "I will arrange this later."

Understanding the underlying concern helps advisers respond appropriately.

4 APPROACH TO HANDLING OBJECTIONS

Advisers should follow a structured approach when responding to objections.

Step 1 – Listen Carefully

Allow the client to fully explain their concern. Avoid interrupting and ensure the client feels heard and understood.

Step 2 – Acknowledge the Concern

Show that you understand the client's concern.

Example

"I understand why you might feel that way."

Step 3 – Clarify the Concern

Ask questions to better understand the objection.

Example

"Can you tell me what specifically concerns you about this?"

Step 4 – Provide Clear Information

Once the concern is understood, provide relevant information. Focus on:

- explaining the purpose of the product
- clarifying misunderstandings
- ensuring the client understands the potential risks of not having protection

Step 5 – Respect the Client's Decision

Clients must always feel free to make their own decisions. Advisers should avoid applying pressure and must respect the client's final choice.



HANDLING CLIENT OBJECTIONS

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5 EXAMPLES OF COMMON OBJECTIONS

Objection: "It's too expensive"

"I completely understand that cost is an important factor. The aim of this policy is to protect your income and financial commitments. We can also explore options that better match your budget."

Objection: "I need to think about it"

"That's completely understandable. Many clients like to take time to consider their options. Is there anything in particular you would like to review or clarify before making a decision?"

Objection: "I already have cover"

"That's great that you already have protection in place. We can review your existing cover together to make sure it still reflects your current needs."

Objection: "I don't think I need it"

"That's a very common question. Many people only realise the importance of protection when something unexpected happens. The goal is to ensure you and your family remain financially secure if circumstances change."

6 GOOD PRACTICE

- listening carefully to client concerns
- asking questions to understand the underlying issue
- explaining the recommendation clearly
- remaining calm and professional

Advisers should always prioritise client understanding and informed decision-making.

7 POOR PRACTICE

- arguing with the client
- dismissing the client's concerns
- applying pressure to proceed
- ignoring affordability concerns

Such behaviour may damage client relationships and raise compliance concerns.

8 PROFESSIONAL COMMUNICATION

Advisers should maintain a respectful and supportive tone throughout the conversation.

Clients should feel that the adviser's role is to:

- provide guidance
- explain options
- help them make informed decisions

The adviser's role is not to pressure clients but to support them in understanding the potential risks and benefits of financial protection.

9 TRAINING AND DEVELOPMENT

Handling objections is an important communication skill.

Advisers may develop this skill through:

- Impact Academy training
- adviser development sessions
- role-play exercises

These training activities help advisers improve confidence and communication skills.

10 REVIEW OF GUIDANCE

This guidance may be reviewed:

- following regulatory updates
- following findings from file reviews
- following adviser training needs

Impact Financial Services remains committed to maintaining high standards of advice and professional communication.