

# The FFF Objection-Handling Framework

Feel · Felt · Found - a simple, proven structure for handling pushback without losing the deal

## WHY WE'RE SHARING THIS

We've been using this objection-handling framework in our sales training lately. It works especially well when budgets are tight, which feels very relevant right now. Simple to learn, immediately usable, and it keeps the relationship intact when the conversation gets difficult.

Three moves that turn objections into productive conversations, especially when budgets are under pressure:

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### FEEL

**Validate - don't dismiss**

*"I completely understand how you feel about the budget right now."*

This is the most critical move. Most salespeople jump straight to a counter-argument - which feels like an attack. Naming the other person's feeling first signals empathy, lowers defences, and earns you the right to say what comes next. This is not agreement. It is not concession. It is the door.

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### FELT

**Normalise - you're not alone in this**

*"Others have felt exactly the same way - especially at budget sign-off stage."*

This is the pivot. Showing that others have shared the same concern does two things: it removes the sense that the objection is a personal verdict on your proposal, and it sets up the reveal that those same people moved forward and found it worth it. Keep it credible - reference real contexts without naming names.

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### FOUND

**Resolve - with concrete evidence**

*"What they found is that once they saw the impact on X, the investment made complete sense."*

This is your evidence move. Where possible, make it specific: a time saving, a productivity gain, a risk avoided. Vague benefits ('real difference') lose to vague objections ('not sure now's the right time'). Concrete always beats abstract. Prepare your Finds before any pitch.

## EXAMPLE IN PRACTICE

**Objection:** "It's not the right time with budgets as they are." **FFF response:** "I completely understand how you feel. Budgets are under real pressure right now. Others we work with have felt exactly the same. What they found is that by starting with the team leadership programme, they recovered the cost through reduced turnover in under six months."

## HINTS & TIPS FOR MANAGERS

- **Don't rush the first F:** Most sales people skip validation because it feels like agreeing. It isn't. It feels like listening. That's the important point.
- **Specificity wins:** "Recovered the cost in under 6 months through reduce staff turnover" beats "clients found real value in what we offer". Prepare concrete examples of evidence that proves your case for your 3 most common objections. Know your evidence.
- **If the objection is raised again:** Repeat the FFF process, this time with fresh evidence. Don't repeat the same answer with more insistence.