



# GURU TRAVEL

LUXURY IN EVERY JOURNEY

## Overcoming Objections





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**HANDLE WITH CARE**



Dear New Guru Travel Advisors,

At Guru Travel, we know that objections are a natural part of the sales journey—not a dead end, but a doorway. When a client hesitates or raises a concern, it’s an opportunity to listen closely, build trust, and guide them with confidence.

How you respond to objections can make all the difference. With the right approach, you’ll not only address their concerns—you’ll strengthen the relationship and move one step closer to a booking.

The following examples will walk you through common objections and how to respond in a way that feels warm, professional, and aligned with the Guru Travel voice. By mastering these responses, you’ll be better equipped to overcome hesitation, personalize your service, and deliver the kind of expert guidance that keeps clients coming back.

Kelly Ortiz, Your Guru Travel Guide

# Sample Objections

and how to respond

## 1. Now isn't a good time/ I'm too busy

### Advisor Response:

- “No problem at all! Would you prefer I call back later today or tomorrow? I'd love to set a time that works best for you.”
- **Alternate:** “I understand-when is a good time that we can set aside a few minutes to go over everything?”

## 2. I need to talk to someone else.

### Advisor Response:

- “I completely understand. Would you like me to conference them in on the call so they can hear all the details directly?”
- **Alternate:** “Absolutely, I often like to talk things over with others too. Based on everything we have discussed, do you feel confident sharing the same points with them?”
- **Follow-Up:** “Out of curiosity, if they were to say no, how would that change things for you?”

## 3. Just send me an email.

### Advisor Response:

- “Of course! What's the best email address to send it to? If there's one thing, I could include in the email to really help you, what would that be?”
- **Alternate:** “Sure thing! What specifically are you most interested in hearing more about in that email?”

## 4. I need more time to decide.

### Advisor Response:

- “I completely understand. When I am deciding, I usually think about things like the hotel, the itinerary, and the pricing. Which part is your biggest consideration right now?”
- **Alternate:** “No problem. Out of curiosity, which part are you thinking over most? The price, the accommodations or something else?”

## 5. I need to think about it.

### Advisor Response:

- “I completely understand. When I am deciding, I usually think about things like the hotel, the itinerary, and the pricing. Which part is your biggest consideration right now?”
- **Alternate:** “On a scale of 1 to 10, with 10 meaning you’re ready to place the deposit, where are you? What would help you get to a 10?”

## 6. It’s too expensive.

### Advisor Response:

- “I completely understand. When you say it’s too expensive, do you mean:
  - You’re not comfortable with the total package price right now?
  - You’ve seen a similar package for less?
  - It’s outside your ideal budget?
  - Or is it just a bit higher than you were expecting?”
- **Alternate:** “Is there any part of the itinerary we could adjust to help bring the cost to a comfortable point?”

## 7. We’re going to wait.

### Advisor Response:

- “I completely understand. Let’s say, hypothetically, that this trip was absolutely free. Would you move forward today? Why or why not?”
- **Alternate:** “I know you mentioned loving [X & Y features]. Could you share what’s making you hesitant to go forward? I’d love to help.”

## 8. I need to save more/Not sure I can afford it.

### Advisor Response:

- “I completely understand. Many of my clients set up monthly payments or stagger the deposit of that is more manageable. Would that be an option that could work for you?”
- **Alternate:** “Saving for travel can be a journey on its own. If it helps, I can secure the current rates now with a smaller deposit and we can plan around your preferred budget.”

## 9. I don't see the value compared to booking myself

### Advisor Response:

- “Many people are surprised by how much value I bring with my service, contract rates, exclusive perks, and during travel support. What’s most important to you in a travel advisor?”
- **Alternate:** “My clients often find that having an advocate for logistics, special perks, and price alerts actually ends up saving them time and money.”
- **Alternate:** “That’s no problem at all. I’d just like to mention that booking through me gives you support before, during and after the trip-which can be a real time-saver if things change. Would you be open to letting me handle the details so you can simply enjoy the experience?”
- **Alternate:** “Absolutely, you have options. Many of my clients enjoy the extra service and perks I can secure, which they don’t get booking online. I’d love to take that off your plate if you are open to it.”

## 10. What if something goes wrong?

### Advisor Response:

- “I’m so glad you’re thinking ahead! One of the main reasons my clients work with me is that I handle all the ‘what-ifs’. From last-minute changes to emergencies, I am here to take care of it so you can relax. Would knowing that give you some peace of mind?”
- **Alternate:** “Great questions! I have a support system and network in place for any issues that might come up, big or small. I also highly recommend adding travel insurance to your reservation to provide peace of mind and extra layer of protection!”

## 11. I saw a better price online.

### Advisor Response:

- “I completely understand. Price is important! Sometimes, online prices don’t include certain fees, or they lack the flexibility we offer. If you’d like, I can take a closer look at the deal you found to ensure you’re getting the best possible value.”
- **Alternate:** “Great eye for details! I often find that, while prices online can look appealing, they don’t include extras like room upgrades or cancellation options. Would you be open to seeing what additional perks I can provide?”

## 12. Can I get a discount?

### Advisor Response:

- “I will absolutely do my best to get you the best value for your investment. What’s the most important thing you’re looking to get from this trip?”
- **Alternate:** “I love finding ways to add value to my clients’ vacation! While I can’t always offer a discount, I often have access to perks like free breakfasts, room upgrades, or reservation credits. Would those types of extras interest you?”

## 13. I’ve never used a travel agent before; I prefer booking online.

### Advisor Response:

- “I totally understand—online booking is so accessible! My clients say they love the peace of mind and insider knowledge that comes with working with me. Plus, I handle all the small details. Would you be open to trying it for this trip?”
- **Alternate:** “I can respect that it is difficult to trust someone with such an important investment! Think of me as your travel advocate. I manage the logistics, ensure everything runs smoothly, and give you access to perks that may not be available online. Do you mind me asking what specifically made you reach out to me in the first place?”

## 14. I’m worried about hidden fees, surprise costs, and refund policies.

### Advisor Response:

- “That’s a great point. Transparency is very important to me, so I make sure every cost is outlined upfront and try to offer options to protect against unexpected charges. I also provide a list of change and cancellation penalties prior to modifying any part of your reservation.”
- **Alternate:** “I hear you! No one likes hidden fees. I double-check every booking detail and provide you with an invoice and breakdown of any local fees/taxes, and any ancillary charges or features you need to know about in advance, so there’s no surprises and no guesswork. That way, you know exactly what to expect.”

## 15. I'm not convinced this is the right vacation package for me

### Advisor Response:

- “I appreciate your honesty! Can you tell me more about what you're looking for in an ideal trip that I might have missed?”
- **Alternate:** “That's fair! What are the top 3 things you're hoping to get out of your trip that I might have missed? That'll help me narrow things down to find the trip that aligns perfectly with what you are looking for.”

Objections aren't setbacks—they're stepping stones. At Guru Travel, we believe every concern a client shares is actually a clue that brings us closer to crafting their perfect trip. It's essential to tailor your response to each individual, listen with empathy, and never take hesitation personally. When you treat objections as an opportunity to understand your client better, you build trust, showcase your value, and turn uncertainty into excitement. Stay curious, stay confident, and remember: every “maybe” is just one step away from a magical “yes.”



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