



# Objection handling

## Comms objections: Mobile and Broadband

Objection (What they ask)	Answer (What you could say)
<p>UW SIM is more expensive than my current SIM.</p>	<p>There could be a few reasons for this. First, let's make sure that you're not on an introductory offer – your current SIM price may shoot up after the offer is over. UW is all about long-term value.</p> <p>Second, the way to get the most value from UW is to bundle – that's when the savings really start stacking up. So let's look at the overall savings.</p> <p>Third, let's check what you get with each SIM. Is your current one offering you the same amount of data, messages and minutes?</p>
<p>I have just got a new SIM and don't need another.</p>	<p>That's absolutely fine – no need to take one now.</p> <p>Take another look when your current contract expires – it always pays to shop around. Plus, when you get a UW SIM you also unlock their best price on energy.</p>
<p>My broadband is with my TV package.</p>	<p>No problem. You can keep your TV package with your current provider and only switch the broadband.</p>



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<p>I want to keep my TV package.</p>	<p>That's absolutely fine. You can simply switch your broadband and keep your TV package with the current provider.</p>
<p>You can't share / rollover data with UW.</p>	<p>That's true, UW does things a bit differently. We have a very well-priced Unlimited SIM and also offer a multi-SIM deal, where you can add up to three extra SIMs at a reduced cost. Giving you value for all the family.</p>
<p>Your internet is more expensive than my deal with Sky.</p>	<p>Lots of internet suppliers have intro deals, and then hike up the prices mid-way through the contract. We have a price promise, which means your cost is fixed for the whole 18-month contract. Why don't we look at the overall cost and compare that?</p>
<p>Would I need to change my router/password?</p>	<p>You would need to change the router, but it's super simple to install, and I can come and help you if you need it. If you prefer, we also have a dedicated tech team you can call.</p>
<p>EE doesn't have a great signal where I live.</p>	<p>Yeah, it's super frustrating when that happens! But UW have got you covered for that too. If you can't call due to a signal, we give you WiFi calling, which bypasses the issue. EE covers 99% of the UK population. So when not at home you will still have a great signal.</p>



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<p>I get enough data with my mobile package and pay £1 less.</p>	<p>That's great. So with UW, the savings start to stack up when you bundle the services. We offer value across the board – so that you're saving on all your bills. May I suggest we compare our prices overall rather than the cost of individual services?</p>
<p>Not confident that UW Broadband will be as good as my current one.</p>	<p>I understand how you feel. The great news is our Broadband comes down the same cables as all BT Openreach providers, may I suggest we compare the speeds to see? Our router is also Which? recommended best in the industry.</p>



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## Energy objections: Gas and Electricity

Objection (What they ask)	Answer (What you could say)
Deposits for just energy.	Let's have a look at taking a second service. Do you have an iPad/tablet/second mobile that would benefit from a SIM card? This will reduce the price of your energy and also means you won't need a deposit.
What will happen when the fixed tariff comes to an end?	You will move onto a variable tariff, which is still lower than the price cap or you can sign up for a new fixed tariff. It's up to you!
I have a large debt to my current supplier.	<p>No worries. You can either contact them to pay it off or set up a payment plan. If the debt is £500 or less per service you can transfer the debt to us and continue to repay it.</p> <p><b>NB.</b>[If those aren't possible, then make a date to contact them again when the debt is likely to have been paid off. You can discuss the Partner opportunity then.]</p>
Octopus gave me a great EV rate - do you have one?	At the moment we do not have a specific EV rate but, may I suggest we have a look at our rates and compare them? We are the cheapest on the market (when you bundle two or more services, so let's compare overall costs with day and night rates.



# Objection handling

## General objections: Non-service Specific Objections

Objection (What they ask)	Answers (What you could say)
<p>I don't want to put all my eggs in one basket.</p>	<p>I see where you're coming from. But you don't have to. You can switch however many services you like.</p> <p>And only switch services where UW can save you money.</p> <p>And if you ever want to add or take any services away, I'm always here to help you out. UW are super flexible.</p> <p>Lots of people have this doubt, but once they see how simple it is to have one bill for all your utilities, they never go back!</p>
<p>I need to speak to my other half first.</p>	<p>Ok, great. What do you think they would say if they were here?</p>
<p>Can I think about it?</p>	<p>Of course! I'd like to think about it too if I were you. But while you're thinking about it, why don't we lock these prices in for peace of mind? Then, at least when you do decide to go ahead – which I know you will as most people do – then at least we don't have to go through it all again and maybe lose this amazing deal.</p>
<p>I'd like to think about it...</p>	<p>Of course! Is there anything particular that you want to think about or that you're not clear on?</p>



# Objection handling

## General objections: Non-service Specific Objections

	Just worth mentioning as well that you can try out the services for 30 days - no strings attached.
The customer wants to go straight to the numbers.	I'm really glad that you're keen to get to the pricing. We are the cheapest on the market when you bundle two or more services, so I think you'll be pleased with the quote. First, I just need to show you a couple of things to make it even cheaper!
I'm ok thanks (not having an appointment).	No worries. And feel free to give me a shout if things change for you. We are the cheapest on the market when you bundle two or more services, so I would love to show you how much you would save.
I'm pretty savvy, I already have the best deals.	Oh you'll love us then! We are the cheapest on the market when you bundle two or more services, and I can show you how to save even more. When would be a good time? [Alternate close].
The savings aren't enough to bother changing.	The great thing is that we deal with your existing providers for you, so you don't have to, you barely have to lift a finger. You also get the personal touch because you can contact me at any time should you need me.



# Objection handling

## General objections: Non-service Specific Objections

<p>I can't take all 3 services now, I'll come back to you when my X contract is up.</p>	<p>Great stuff! We can secure the other services now and add on the &lt;X&gt; service when your contract ends. We also can cover up to £400 towards any early termination fees.</p>
<p>Not heard of UW.</p>	<p>Actually, I hadn't heard of UW either when I started. I then found out that we have been around for over 25 years and are a FTSE 250 company. Have a look at our Which? ratings and awards page to see our credentials.</p>



# Objection handling

## Opportunity objections: Objection to becoming a UW Partner

Objection (What they ask)	Answers (What you could say)
<p>I don't have the time to earn as a Partner</p>	<p>I get it. Loads of other Partners have felt the same way.</p> <p>For me, I found that it's a great thing to have in your back pocket when you need an extra couple of hundred quid a month. I'd just work a few hours in the week when i had time. It really made a difference to my family life!</p> <p>Super simple to pick up when you need it. And the earnings make a real difference to your bank account.</p>
<p>Not enough confidence or too much anxiety</p>	<p>I was the exact same. The great thing is that we'll do this together. For the first six sign-ups, I will do it for you and you will watch, earn and learn at the same time. It's just £10 to join. After we've given it a go together, if you decide it's not for you, you'll get your money back. We all start not knowing anything about it – and the truth is, you'll never know if you don't give it a try!</p>
<p>I don't know lots of people</p>	<p>That's fine. There are many ways to help you find customers.</p> <p>There are tools and tips, and I'll be here to show you how to do it.</p> <p>I'll be honest, when I started I only had a handful of people I knew I could recommend. You start small, but word spreads quickly!</p> <p>Otherwise, you could just make the most of our great refer-a-friend scheme, where people refer their friends and family in exchange for money off their UW bill.</p>



# Objection Handling

**Comms Objects: Objection on becoming a Partner**

I wouldn't be good at it, I don't know anything about utilities

I know exactly how you feel. I felt the same! We even have a 3-minute video of others who felt the same too. The great thing about UW is that you don't need to know a lot about utilities. Instead, you learn while working alongside an experienced mentor. Everything that you need is in our customer presentation or found on the Partner Portal which you can read in your own time. It's as easy as ordering something online!