# The Roofing Sales Objection Manual

Sixteen things a homeowner actually says at a roofing door, what each one really means, and language that works. Print it, keep it in the truck, mark it up.

## How to use this

Do not hand a rep sixteen responses and expect anything to happen. Skill does not come from reading rebuttals. It comes from saying them out loud while somebody argues back. This manual is the reference. The repetition is the training.

1. Pick four objections. Not sixteen.
2. The rep says the response out loud, to a manager or an AI buyer, until there is no pause before it.
3. Move to the next four the following week.
4. Come back to all sixteen once a month, forever.

A rep who is fluent on four objections outperforms a rep who has read all sixteen, every time.

> *This document is general information, not legal advice. Insurance claim practices, deductible rules and contractor conduct laws vary by state and change over time. Confirm your obligations with counsel and your carrier relationships before training reps on any of it. Last reviewed July 2026.*

## Group one: the trust objections

These come before the pitch. The homeowner is not responding to your offer. They are responding to the four companies who knocked before you.

### 1. You are just a storm chaser

**What it means.** I have been approached by people I did not trust and I am sorting you into that pile.

**What works.** Agree with the concern before separating yourself from it. Do not defend. Name the specific thing that makes you different and that they can verify: local address, years in the market, crews you employ rather than subcontract, permits pulled in this city. Then lower the stakes immediately by asking for a look, not a decision.

### 2. How do I know you will still be here in five years

**What it means.** I have heard about warranties from companies that vanished.

**What works.** Answer with something checkable, not a promise. How long you have operated, where the office is, who holds the manufacturer certification, who honors the warranty if you are not there. If the manufacturer warranty is separate from your workmanship warranty, say so plainly. The homeowner will find out later, and the discovery costs you more than the honesty does.

### 3. I have never heard of your company

**What it means.** I need social proof.

**What works.** Streets, not adjectives. Name the specific nearby addresses you have worked and offer to show photos. Neighborhood proof outperforms every review score you can quote.

### 4. I did not call anybody

**What it means.** You are interrupting me and I did not ask for this.

**What works.** Acknowledge it immediately and honestly. Explain in one sentence why you are on this street specifically, which is usually that you are working a nearby address or the storm path. Then make the smallest possible ask. Anything that sounds like a pitch here confirms the interruption.

## Group two: the timing objections

### 5. I already had someone look at it

**What it means.** Either they genuinely did, or it is the fastest way to end this conversation.

**What works.** Find out which without challenging them. Ask what the other company found. A homeowner who had a real inspection can describe it. One who cannot will usually say so. If it was real, do not attack the competitor. Offer a second opinion framed around the specific thing you can see from where you are standing.

### 6. I want to get a few more bids

**What it means.** Reasonable, and often a soft no.

**What works.** Encourage it, then arm them. Give them three questions to ask the other bidders that you know you answer well and cheap bidders do not. You are not stopping the comparison. You are setting the criteria for it.

### 7. My roof is fine, it is not leaking

**What it means.** I do not see a problem.

**What works.** Explain the gap between visible damage and functional damage without alarming them into a defensive posture. Storm damage is often invisible from the ground and does not leak until it does. Offer the look. Show photos of what you find rather than describing what they might have.

### 8. I am going to wait until spring

**What it means.** This is not urgent to me.

**What works.** Do not manufacture urgency. Use the real one if it exists: claim filing deadlines after a storm event vary by policy and by state, and they do run out. If there is no real deadline, say so, and agree to a specific follow-up date rather than pretending there is a reason to rush.

### 9. I am selling the house soon

**What it means.** Someone else's problem.

**What works.** Usually not. A roof affects sale price and inspection outcomes, and buyers negotiate against it hard. Offer the inspection so they know what they are walking into at closing, which is genuinely useful to them whether they buy from you or not.

## Group three: the money objections

### 10. That is more than I expected

**What it means.** I have no reference point, or I have a cheaper number in my head.

**What works.** Find out which. Ask what number they had in mind and where it came from. If it came from a competing bid, you are in a scope conversation, not a price conversation, and scope is where you win.

### 11. The other guy is three thousand dollars cheaper

**What it means.** I am comparing two numbers and I cannot see what is different behind them.

**What works.** Never attack the competitor. Make the invisible visible: underlayment, ventilation, flashing replacement versus reuse, decking allowance, who carries the labor warranty, whether the crew is employed or subcontracted, whether the permit is pulled. Then let the homeowner conclude it themselves. This is the highest-margin skill in roofing sales.

### 12. I cannot afford the deductible

**What it means.** A real financial obstacle, and the single most dangerous moment in a roofing conversation.

**What works.** Explain how the deductible functions in the claim honestly, and be straightforward that it is the homeowner's obligation. In many states, absorbing, waiving or rebating a customer's deductible is illegal, and offering to do it exposes both you and the customer. Train this one as a bright line, not a judgment call. There are legitimate financing options and you should know yours.

### 13. Insurance denied my claim

**What it means.** Might be a final denial, might be a partial approval they misread, might be a scope disagreement.

**What works.** Ask to see the adjuster's report. Reps skip this and lose winnable jobs. Be clear about where your role ends: you can document what you observe and what your scope requires, and you should not be characterizing coverage decisions or promising an outcome.

## Group four: the decision objections

### 14. I need to talk to my spouse

**What it means.** Sometimes true, sometimes the politest available exit.

**What works.** Treat it as true. Do not try to close around the absent decision-maker. Set a specific time when both are present, and ask what questions the spouse is likely to have so you can prepare an answer rather than a rerun.

### 15. Just leave me some information

**What it means.** I want this to end without a confrontation.

**What works.** Leaving a brochure is a lost conversation with extra steps. Leave something, then ask one more genuine question, because the real objection has not been said yet.

### 16. I need to think about it

**What it means.** There is an unspoken concern.

**What works.** Ask what specifically they want to think about, warmly and without pressure. The answer is the actual objection, and it is usually one you already know how to handle.

## Now go say it out loud

Knowing the answer and delivering it calmly at a real door are different skills. ColdOpen puts a roofing rep in a live voice conversation with an AI homeowner who runs these objections at them, then scores the transcript. The full script, the two-week ramp plan and the rest of the roofing library are at getcoldopen.com/blog.