

Objection handling script

Objections are an unavoidable part of the sales process - but this template is designed to help you turn objections into opportunities. It's important to take the time to plan, prepare, anticipate what questions or issues could come up - and don't allow yourself to take objections personally or become demotivated.

When price is the issue

One of the most common objections salespeople will come across: *"We don't have the budget"*, *"We'd need to negotiate on price"*, etc. The key is to ask questions to get to the root issue, and to focus on the benefits over the cost.

Focus on differentiating your offering in terms of value:

- Can I ask what you are comparing our price to?

Establish whether they actually have the budget to be a viable lead:

- How much were you thinking of paying?

Encourage them to reevaluate their current situation, and allow you to explain hidden costs they may not have considered:

- How much will it cost you to do nothing?

Give a real-life example of how another company actually saved money using your product:

- After using our product to **[automate their payments]**, **[Example Customer]** found they saved **[XX%]** on **[transaction fees at the end of the quarter]**.

Bring any underlying concerns to light to help you understand and address any issues beyond the price objection:

- Is price the only thing holding you back from signing?
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Show them a different way of perceiving your pricing:

- Up front, I understand it's a significant purchase. Let's break it down by **[monthly, quarterly, yearly ROI]**.

Build trust by finding a way to work together to address genuine price or budget concerns:

- Perhaps we could negotiate a staged rollout that will allow the cost to be spread out over time?

When they don't have decision-making authority

When you hear a pushback like *"I'll need to get approval"*, empower them to be your champion. Make it worthwhile for them to help you by establishing that you will address some of their needs.

Show them you value and respect their input and influence, and as a way of identifying and getting access to the decision-maker:

- Who do you need to help you make the decision?
- Would you be able to introduce me to [decision-maker]?
- What are the current organizational priorities, and how do those impact the decision for this product?
- What people will influence needs or concerns about implementing this solution?
- What additional information do you need from me to help you move this process along and get the approval you need?
- Thank you for your support.

When they're happy with their current provider or solution

When a prospective comes back with *"We use a competitor"*; or *"We already do this in-house"*, keep the conversation going by asking for details (ideally you'll already have done your research on who they work with, and your competition's strengths and weaknesses).

Demonstrate you how you're different and have provided additional value to your customers (but never bad-mouth a competitor!):

- Ah yes, I know **[competitor]**, they're a great company I've heard good things about. In fact, we share a lot of mutual customers...

Establish their relationship with their current provider, as well as whether they are a legacy supplier they've been working with for a while without considering other options. This gives you the opportunity to talk about your differentiators:

- How long have you been using/purchasing from **[competitor]**?
- When was the last time you considered other options in this area?
- How's it going with **[competitor]**?
- What do you see as the key benefits/features they provide you with?
- What are some of the things you like about what they provide?

Tactfully try to uncover weaknesses with their current supplier, and demonstrate how your product would perform better than theirs:

- What are some things that you think **[competitor]** could do better?

Plant doubt in their mind about whether they're making the right choice:

- I'd like to understand a bit more about the evaluation process you went through when choosing **[competitor]**.

Gauge whether it's worth pursuing at the current time, and suggest scheduling a meeting, say, six months down the line:

- When is your contract up for renewal?

Lack of interest

a) When it's a gatekeeper

It's the specific job of gatekeepers such as receptionists and PAs to screen out unwanted calls, with responses such as *"Just send me some information"; "We don't accept sales calls"; "What's this in regard to?"*

Avoid 'salesy' clichés that immediately flag to them that they need to jump into 'gatekeeper' mode:

- The reason for me reaching out is because we **[insert value proposition, eg, 'help sales managers to improve the performance of their whole team']**.

Keep the conversation going and engage the gatekeeper by asking them to give their own input; this encourages them to put you through to someone else if they're not sure of the answer:

- I understand - I'm not trying to sign you up to anything. I'm not really sure if you guys need what we provide. Can I ask you real quick **[qualifying questions]**?

Find out what their pain points are to help you to position your product further down the line; gatekeepers often have contacts throughout the business and have a great deal of useful knowledge!

- I'll put something together to send over. So that you don't have to waste time going through information that's not relevant/so I know to send over the most helpful information, can I ask you **[qualifying questions]**?

Lack of interest**b) When it's the decision-maker**

You're secured an appointment with the right person, but they're giving you the brush-off like *"It's not the right time"*, or *"I'll get back to you"*.

Ask questions that allow you to focus on how your product could realistically help them:

- What is currently standing in the way of growth?
- What do you need to drive your company forward?

Try to identify the true reasons for their reluctance to engage further:

- When you agreed to meet with me, I prepared some ideas/solutions to address your current situation. What other areas would it have been more useful for us to focus on?
- I wouldn't want to leave it here without fully exploring the ways in which [your product] could benefit you/your business.

Focus on keeping the sales opportunity alive:

- I understand. Let's get a date in the diary today for us to talk again about how [your product] could help you.

Counter a prospect who's heard negative feedback or rumors about your company's reputation, without being confrontational:

- Oh really? That's certainly not true - let me give you some examples of what other customers of mine have said about [your product]...
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