

Objection Handling Playbook Starter

Principles for responding to the objections every sales team hears, not word-for-word scripts.

"It's Too Expensive"

Usually means the value isn't clear yet, not that the number is wrong. Ask what they're comparing it to, and reconnect the price to the specific outcome they said they wanted.

"I Need To Think About It"

Usually means there's an unstated concern. Ask directly: "What's the one thing that would make this an easy yes?"

"We're Already Using Something Else"

Don't attack the competitor. Ask what's working and what's not about their current solution, and let the gaps speak for themselves.

"I Need To Check With Someone Else"

Find this out during discovery, not at the close. If it comes up late, ask what that person will care about most.

"Now Isn't The Right Time"

Ask what would need to change for the timing to be right, and find out if that's a real constraint or a soft no.

"I Don't See The Difference"

This means your differentiation hasn't landed yet. Go back to the one structural difference that matters most, made concrete.

General Principles

- ☐ Acknowledge the objection before responding to it
- ☐ Ask a clarifying question before assuming you know what they mean
- ☐ Real objections deserve real answers; don't paper over a legitimate concern