

Twenty objections, *and what actually overturns them.*

Most objections are not objections. They are reflexes. Sort the reflex from the real concern in one second, answer each the right way, and know when to stop.

1 THE SORT

Reflex

Said within two seconds, before they know what you are offering. "I'm good." "Not interested." "Send me something." Treating it as real makes it real.

Reason

Said after they understand the offer, usually with a detail attached. A contract, a bad experience, a missing decision maker. Brushing past it loses the sale.

2 THE TWO ANSWERS

1 Nod and go, for a reflex.

Acknowledge it in three words, do not argue with it, resume. "Totally fair. Real quick though, who do you have right now?"

2 The three-line answer, for a reason.

"I hear you. Other people in your spot felt the same way. Here is what we found for them." Then rebuild value on the angle the reason points at: cost, quality, or value.

SAY IT FIRST

An objection the customer raises is a position they defend. The same concern raised by you, inside the presentation, is just information you are handling.

Face to face, and the phone.

Illustrative lines. Use your own words and only promise what your product does.

Face to face, retail or event

“I’m good.”

REFLEX

Nod and go. “Totally fair. Quick one while you are here: who do you have right now?”

“Not interested.”

REFLEX

Nod and go. “No problem. Most people say that before they hear the price. Thirty seconds?”

“I’m in a rush.”

REFLEX

Nod and go. “Then I will be fast. One question and you are gone.”

“I already have it.”

REASON, SOMETIMES

Ask before you answer. “Good. What are you paying, and what do you wish it did better?”

“I’m in a contract.”

REASON, COST

Three lines. “I hear you. Half the people I set up were mid-contract. Here is what we found: [what truthfully happens to their contract].”

“I had a bad experience last time.”

REASON, QUALITY

Three lines. “I get that. Someone last week said the same after a rough install. What we found is [what is different now, and your name on it].”

“I need to ask my partner.”

REASON, DECISION MAKER

Respect it, make it easy. “What would they want to know? Let us answer that now.” Set a time to reconnect.

Phone, cold call

“How did you get my number?”

REFLEX

Answer plainly, then go. “From [the honest source]. I will be quick. Forty seconds for why I called?”

“Just send me some information.”

REFLEX

Nod and go. “Happy to. So I send the right thing, what happens today when a call comes in and nobody is free?”

“This is not a good time.”

REFLEX

Nod and go. “Is later today or tomorrow morning better? I will call then, not before.” Then call then.

“We are happy with what we have.”

REASON, VALUE

Three lines. “Good. The people we help most said the same. What we found is one thing they did not know they were missing: [specific].”

“It is too expensive.”

REASON, COST

Ask what it is compared to. “Compared to what you pay now, or to what it costs when a call goes unanswered?”

The meeting room, and when to stop.

Phone, two more

“I don’t make that decision.”

REASON, DECISION MAKER

Recruit them. “Then you know what they will ask. What would that be?” Ask for the introduction, not the sale.

“Call me next quarter.”

REFLEX, USUALLY

Test it. “What changes next quarter that makes this a better conversation?” Real answer, book the date. No answer, it was a reflex.

Meeting, B2B

“We already have a vendor.”

REASON, VALUE

Three lines. “Most of our clients did too. What we found is the gap was never the vendor, it was [the specific handoff or number]. Is that true here?”

“Send us a proposal.”

REFLEX

Trade for a scope. “I will. To make it worth reading, give me twenty minutes on the two numbers it has to move.”

“There is no budget this year.”

REASON, COST

Ask where the cost lives now. “What is the problem costing you today, in hours or in lost deals?” If it is real, the budget exists somewhere.

“We tried something like this before.”

REASON, QUALITY

Three lines. “Two of our clients came off a failed rollout. What we found is it failed on [the specific thing], and here is how this one handles that.”

“I need to run it by the team.”

REASON, DECISION MAKER

Make the meeting the next step. “Who needs to be in the room, and can I be there to answer the hard questions myself?”

“What makes you different?”

NOT AN OBJECTION. A READY SIGNAL.

Answer in one sentence and ask. A deeper question means they are leaning in. Answer it against their problem and move to the Ask.

Two honest tries. Then respect the no.

Handle a reflex once and a reason once, each with the right answer. If it is still a no, thank them and move on with your energy intact. Some will, some will not, next. The rep who stops with grace gets the customer and the referral back more often than you would think.

Sort your own objections.

The five you hear most. For each: reflex or reason, the angle, and your line. Then run the drill prompt on the guide page.

Objection one

What they say. Reflex or reason. Cost, quality or value.
Your line.

Objection two

What they say. Reflex or reason. Angle. Your line.

Objection three

What they say. Reflex or reason. Angle. Your line.

Objection four

What they say. Reflex or reason. Angle. Your line.

Objection five

What they say. Reflex or reason. Angle. Your line.

The one you will say first

The objection you will take away inside the presentation before it comes up.