
Unleash Playbook Objection Series

Sales Team Builder LLC

What's inside?

13 common objections +
40 scripts that every cold caller
needs at their disposal

- Just send an email over.
- What are the dates?
- So and so handles that [referral]
- Not interested.
- How'd you get this number?
- Is this a cold call?
- No budget.
- Call me later.
- Bad timing.
- Too expensive.
- I need to speak with X.
- I'm not the right person.
- Prefer competitor.

Why it matters?

- It's harder than ever to reach prospects
 - The most common response to an objection is an apology that ends the call
 - Use these scripts to reframe an objection as a way to continue the conversation.
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Objection

Just send an email over.

Of course, can you help me understand what questions you want to get answered in a follow up email?

Objection

Just send an email over.

No problem, I can direct you to the website if you're looking for a generic overview but I wanted to take the time to reach you directly to see if this is even worth sending a follow up on.

Objection

Just send an email over.

Sure, what other [job title] find helpful is to send a short, punchy email so they don't have to read a generic overview. Can you help me understand, what are the 1-2 bullet points you'd like me to highlight in this follow up?

Objection

Just send an email over.

Ummm okay I can do that, what other [job title] find helpful is to send over a custom follow up - you know so it's worth their time to read - if you were going to open an email from me, what would you want it to tell you?

Objection

Just send an email over.

Yep I can put something together for you. Before I clog up your inbox with email 812, would you mind taking 30 seconds to see if a follow up is a good use of your time?

Objection

Just send an email over.

Yes, I can do that if there's a mutual fit. I don't make a habit of sending emails off unless I'm pretty sure they're worth reading. Why don't we spend 60 seconds to quickly see if you actually want a follow email from me.

Objection

What are the dates?

It's not until [future,
non-specific timeline]
so we have sometime
to make sure it's a fit
for you.

Objection

What are the dates?

It's in a few weeks
and - full disclosure -
most attendees have
had to reschedule
other plans in order
to make it.

Objection

So and so handles that [referral]

Great, what's their name / email / mobile. I can give them a call, quickly first, I have your title as [title], is that not correct? I ask because 99% of the time [title] is who makes the decision on [product/solution]. Is that not the case at [company]?

Objection

So and so handles that [referral]

Okay that's super helpful to know, thanks for that as it sounds like we'd definitely want to ask [name] to join this conversation if we decide there is a fit.

Objection

So and so handles that [referral]

Appreciate that insight and when you say “handles that” it means they are the decision maker on the product or they’re the financial signer or? Sorry I just know every org is different so if you could help me out?

Objection

So and so handles that [referral]

Thanks for sharing that and we can definitely include [name] in ongoing conversations. I assume, if this was something you wanted to invest you, you'd still have give the final budget sign off?

Objection

Not interested.

No worries. I may have gotten it wrong, I only called because [competitor] and [competitor] have seen a [spicy data point, e.g. 12% increase in profit]. I know your CEO is focused on growth so thought you might want to learn more. Is that not the case?

Objection

Not interested.

Shoot. Okay I thought you were the [title] in charge of [urgent & important priority]. Did I get that wrong?

Objection

Not interested.

Maybe I just caught
you at a bad time?
You're not interested
in hearing why your
top 4 competitors
work with us?

Objection

Not interested.

Understand this was an unexpected call so appreciate you not just hanging up! I can call you back later if you'd prefer but just to make sure it's worth the time is [topic] or [topic] something you can't afford to get wrong?

Objection

How'd you get this number?

From the internet & I wanted to give you a personal call because [insert personalized reason for the call].

Objection

How'd you get this number?

My colleague passed it to me as your company mobile and I was asked to give you a personal call because [insert personalized reason for the call].

Objection

No budget.

Appreciate that transparency and if now isn't the right time for us to work together, happy to stay in touch. Would you mind sharing, when do you consider budgeting for [products or solutions] like this?

Objection

No budget.

Understood. I didn't expect you to have budget lying around - that would be the dream but [job title] don't usually part with money that easily [lol]. I was calling to understand if a conversation even makes sense. Your peers share that [spicy, relevant topic] is the #1 thing they can't afford to get wrong. Is that similar for you or what would you say is more important?

Objection

No budget.

No worries, I can always give you a call back when the timing is better for a commercial conversation. Just to make sure a follow up is worth your time, your peers share [spicy, relevant topic] is something they struggle to get right and the result is [price of inaction]. What are your thoughts on that?

Objection

Call me later.

Sure, what time works best for you & in terms of an agenda, the purpose of this call was understand how you plan to deliver on [topic]. I can share some insight on what's working for our clients with [topic] and you can let me know if a proper conversation makes sense.

Objection

Call me later.

Of course, just to make sure it's a good use of your time. I'm calling because [personalized reason for the call].

Objection

Call me later.

Ummm sure I can do that, do you have your calendar in front of you? I don't want to be a bother or waste your time so if we could pick a specific time and agree to an agenda in the next 60 seconds that would be great.

Objection

Prefer competitor.

That's great to hear. How long have you been working with them? If the timing was different, would you be open to learning why your peers switch from [competitor] to [company] and report an average of [insert relevant data piece like 8% savings or 13% increase in revenue]?

Objection

Prefer competitor.

I'm not surprised to hear that. We have a lot of clients that use both [competitor] and [company]. A quick insight that clients share is [insert your USP without saying anything negative about the competitor].

Objection

Prefer competitor.

Appreciate that transparency. Would you mind sharing - if you were ever going to consider making a switch, what would that process look like?

Objection

Bad timing.

Thanks for letting me know, what timing would be better?

& for my notes, would you mind sharing what makes that the right timing?

Objection

Bad timing

Okay, we can definitely follow up in [timeline]. Would you mind sharing - what will change between now and then that will make this call more valuable?

Objection

Prefer competitor.

I'll make a note of that. Out of curiosity, other [title] tell me that [urgent & important topic], is something they can't wait [timeline, e.g. 6 months or until the Fall] to get right. Would it be helpful to share 1-2 bullet points that might help you today?

Objection

Too expensive.

That's a bummer to hear. Do you mind sharing - too expensive compared to what?

Objection

Too expensive.

Thanks for that feedback.
Out of curiosity, when
you look at spend - is cost
the most important
factor or what other
decision making criteria
are important to you?

Objection

Too expensive.

Okay, can you help me understand is it that the upfront cost just doesn't fit in the budget or do you have some concerns about the ROI?

Objection

Too expensive.

Got it. Do you mind sharing, what the average price point for your product?

Objection

Is this a cold call?

Sure is. I wanted to give you a personal call because [personalized reason for outreach].

Objection

Is this a cold call?

Yep & I picked up the phone because I thought you'd be open to hearing why [competitor] & [competitor] are working with us. Would it be worth spending 30 seconds to learn why they've both [data point]?

Objection

Is this a cold call?

Yes our Advisory Board specifically asked me to reach you directly. I assume you know a couple of them maybe [name at company] or [name at company]? They asked me to prioritize a personal call to you because [personalized reason for outreach].

Objection

I need to speak with [partner,
spouse, colleagues, etc]

Absolutely. What
questions do they
usually ask when you
present them with
investments like this?

Objection

I need to speak with [partner,
spouse, colleagues, etc]

Yes, of course. Can you help me understand, what role do they play in the decision-making process?

And when you think about this type of [product or service], what are your top 1 or 2 decision-making criteria?

Objection

I'm not the right person.

Got it and maybe you can help direct me to the right person but first, do you mind sharing - usually [titles] I speak with prioritize [topic] & [topic], what makes [company] different

Objection

I'm not the right person.

Shoot. Maybe I'm barking up the wrong tree. I have your title as [insert title]. Did I get that wrong?

Okay other [titles] share that [insert relevant, value statement]. Is that not something you work on?

Thank you!
