



SALES SCRIPT · FREE VAULT DOWNLOAD

Ten Common Sales Objections, and How to Overcome Them



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Your phone is ringing.

You got an interested customer at the end of the line. You start your pitch. It's going well, and you feel like you can close the customer for the sale...

But unfortunately, you lost it because of an objection that you can't overcome.

Your confidence starts to shake, and it shows.

Even when you feel like you gave tremendous value and asked all the right questions, it's simply not enough. You need to counter their objections quickly.

When you can handle any objections thrown at you, that's when the real sale starts.

Here are 10 of the most common objections that happen during a sales call, and how to effectively overcome them.

Learn them. Memorise them. And make it rain sales.

1. "Your Product/Service Is Too Expensive!"

When your prospect says this, it usually means you haven't built enough value into your product. They don't feel that it will benefit them enough.

Call them out to find out why they think the product/service is too expensive. Dig a little deeper into their current expenditure and work on a solution to justify your price.

This is a great time to go over their main pains points, which is the reason why they are on the call in the first place. Ask them directly what are they doing to fix the issue and why aren't they doing this right now.

Outline the solution again but differently for the customer to understand the value.

2. “I Need To Check With My Partner/Spouse/Wife First...”

This is probably one of the more frustrating ones...

You can openly ask them if they are “IN”. If they say YES but they just need to let their partner know, you should ask for their visa details and send them a contract with a timescale of 24 hours to contact them back.

Important: At the beginning of the call/meeting, ask them if they are the only decision maker in this process. If the answer is NO, then you reschedule the call for when all parties are available. This is so you can counter their objections right there and then and not let them have discussions that might lead to a lost sale.

3. “Your Solution Isn’t a Priority Right Now...”

There are a few reasons why a prospect says this:

- You’re talking to the wrong prospect completely
- You’ve not uncovered the prospect’s major pain points that relate to your service, or
- You’ve not been able to understand their priorities

You need to uncover what their main priorities are. This greatly depends on the kind of questions you ask them. Ask questions that will help you uncover their pain points and priorities in their business. Then, you show them how your solution can solve their problems.

4. “You’ve Got a Great Product, But We’re Going To Go With <competitor>...”

There will always be competitors who are far better than you. You’re going to need to come up with a solution that homes into their problem. Highlight the fact you’ve gone through their whole situation and that you understand their needs.

5. “Just Send Me More Information, and I’ll Get Back To You.”

When a client asks for more information, it’s because you’ve either over-complicated the process, or your explanation about your solution wasn’t clear.

Ask a series of questions to open up their ‘why’. Find out what they specifically wanted to see and give them as much information as you possibly can.

Usually, that’ll lower their guard enough to start a conversation, and you won’t end up needing that email after all.

6. “I Don’t Have Time To Talk Right Now.”

This objection will come up more often with a cold lead. Or they’re busy, and you caught them at the wrong time. You want to give them a brief outline of the what the call is going to be about and re-confirm another time and date.

But if you’ve completed your entire pitch, and they still have that objection, it simply means you’ve not uncovered their pain points well enough.

This objection ties in with #3.

7. “I Can’t Make a Commitment Until I Meet With Other Companies”

Every so often you’ll come up with a prospect who feels that they require 3 other quotes on the table before they can commit to your service. It comes down to trust, and this is where you show your authority and expertise on the subject.

You already know their situation; Set them a challenge based on what you would do for them Put a small time scale and a value on it. This challenge is to ‘test’ the customer to see if they’re able to reach the goals they set, without your help.

Next, call them in a week and ask them if they’ve completed the challenge. You **MUST** do a follow-up call/text/email. This also helps increase their trust towards you, because you care about their results.

8. “We’ll Buy Soon.”

The person can see the value but are worried about the purchase. Highlight their major pain points again and remind them that your solution can solve them. Remind them that if they continue to wait, they’re going to continue to delay their personal goals.

Another reason is they think it’s a big risk. Give them a guarantee. You need to ease their worry. A money-back guarantee will assure them that they won’t lose their investment because they’re able to get it back.

9. “I Don’t Know Enough About You Guys.”

This objection comes up when you’ve not given them enough information about your credentials and successes. Sharing your client’s testimonials and reviews will also help. Basically, they want to know if you can deliver your claims. They still feel that they’re putting themselves at risk if they choose to work with you. Ease their worries by reassuring your expertise and background.

10. “No,” “No...” and “No!”

There are three different kinds of “no's” in sales. Early in the sales cycle, it means, “You haven’t provided enough value”. Later in the sales cycle, it means, “Not yet”. At the end of the sales cycle, it means, “I'm not interested.”

There could be other reasons, like:

- They feel that you’re not the right fit for them.
- They don’t know their path towards their goals.
- They didn’t understand your pitch.
- They feel like they can do it themselves.

You need to uncover the reason behind their “No”. However, sometimes a no is a no. It comes down to the questions you ask your prospects.

Create Your Own Objection-Handling Plan

These 10 sales objections are some of the most common you’ll encounter, but they aren’t the only ones. Each market has its objections. If you aren’t prepared for those, you’re going to lose deals to someone else.

Create an objection management document for your target prospects. This document should be a list of the top 25 objections you face, along with a 1–3 sentence response for each. If you work with a team, collaborate on this project together.

You don’t have to recite these responses word-for-word, but you should at least have them in the back of your mind. That way, when you hear one of those 25 objections, you have a strong foundation and can deliver confident, compelling responses every time.

There’s a saying, “You’ve never lost a customer, you’ve just haven’t won them yet.”

Now that you know about these objections, go forth and practice!

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