



# Comeback Pack

*Responses to the top-10 most common customer objections*

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The following are the top-10 most common objections from prospective customers. Each slide identifies a common objection and provide you with a list appropriate responses.

Use this cheat-sheet to fend off common objections you get from your prospects.

1. *“I don’t have time to talk”*
2. *“I’m Not Interested”*
3. *“I don’t have any needs at this time”*
4. *“We’re just looking”*
5. *“We’re already using a competitive product”*
6. *“My boss does not want us to pursue this”*
7. *“Your service/product is too complicated”*
8. *“Send me some information and I will review when I have time”*
9. *“You’re too expensive”*
10. *“It’s not in our budget”*

## “I don’t have time to talk”

- **No problem, I’ll be brief. Can you tell me what you have in place in terms of {enter your product/service category here}?**
- **Sure, I understand. So, before we schedule another time to talk, could you give me some information about your objectives and requirements?**
- **I appreciate your time constraints. Could I confirm that you are the right person with whom I should be speaking with? If not, could you share with me who might be?**
- **I understand things are hectic for you. When is the best time to get in touch with you, and what should I be prepared to discuss?**
- **I know that you are very busy. What is your recommendation to me for getting in touch with you?**
- **When would be a good time to talk about your objectives and requirements?**
- **If now’s not a good time, when would be a more convenient time for you?**
- **Is there a better time? What should I be ready to discuss with you?**
- **I have my calendar out. Can we set up a time to talk when you’ll be available?**
- **Why don’t we schedule a call at \_\_\_\_ on \_\_\_\_ so we can focus on your objectives?**

# “I’m not interested”

- What have you heard about {name of your company}?
- What is your familiarity with {your company’s} products? What do you think about these products?
- Let’s say that {name of your company} had a product that fit your needs, what would be the process for consideration?
- I understand, would you be the person to speak with about {your product or service category} initiatives for your organization?
- I’m responding to your initial interest from our web site. Could you please help me to understand what drove you to download some information?
- I’m just curious, what are your top objectives?
- How can I go about developing a relationship/earning the right to a long-term business relationship with you?

## “I don’t have any needs at this time”

- Let’s say that you did have a need, what would be “ideal” in terms of {name of your product category} solutions?
- What types of {name of your product category} projects are you currently working on?
- You must have a great current solution in place. What is it, and how is it working for you? What’s one thing that could make it better?
- If you could have {name of competitor} do just one thing more- one enhancement- what would it be?
- When a need arises and you decide to implement changes, what is your company’s process for researching new technologies?
- When is the next time you’ll look into new technologies?
- When do you anticipate new projects or upgrades?
- What works best in establishing a business relationship with you?

# “We’re just looking”

- **Great! What prompted your interest? Tell me about it...**
- **What have you heard about our products?**
- **What have you heard about the tools and solutions we provide?**
- **What are you looking to accomplish?**
- **Could you tell me about your business?**
- **What types of projects are you currently working on?**
- **How can we go about earning the right to your business?**
- **Once you decide that we have great tools, where would we go from there?**
- **Thanks for including us. What caused you to look?**
- **Can you tell me a little about your {name of your product category} initiatives today?**
- **We have the industry’s widest range of {name of your product category} products. May I ask a few questions that might help us zoom in on your needs?**

**“We are using {Name of competitor}”**

- **What do you like about {competitor}?**
- **Were you the person who chose your current solution? If not, who did? If so, when did you choose it and what were the key deciding factors? Did you look at {name of your company} solutions?**
- **Do you work with {competitor} throughout your company, or do you work with other vendors?**
- **If you could alter or improve, what {competitor} is selling you, how would you?**
- **When do you evaluate what's new in the market to ensure that you're getting the best available solution?**
- **What would make you give {name of your company} the opportunity to do business with you?**
- **I'd like the opportunity to earn the right to some of your business. What are some of the things that would enhance your current situation?**
- **Would it be useful if I told you the top reason why other customers, who were using {competitor's} decided to look into our solution?**
- **What changes, in your opinion, might be in the future that could cause you to evaluate new options?**
- **How can I go about establishing a business relationship with you?**

**“My boss doesn’t want us to move forward on this”**

- **What is your boss’s familiarity with {name of your company}?**
- **I can understand your reluctance, what did you mention to your boss about {name of your company} and how does he/she understand what we do?**
- **What have you recommended to your boss?**
- **Who is part of the decision-making process? What decisions are they faced with? What is their familiarity with {name of your company}?**
- **Can we schedule some time to meet with your boss and set up a conference call?**

**“Your service offerings are too complicated”**

- **Let’s start over, what do you know so far about {name of your company}?**
- **Could you help me understand how you learn about and evaluate {name of your product category} solutions?**
- **What is your level of expertise with our solutions and products? I want to be a resource for you in understanding what we do.**
- **I agree it can be overwhelming at first, and that’s why I’m here to help. Let’s walk through our offerings together. I can be a great resource for you.**

## “Send me some Information”

- I'm happy to send you some literature. What are you looking for, and where will we go from there?
- Sure! What information shall I send? Why is that of interest to you? What will you be working on with regard to that? What is coming up with that particular product?
- I don't want to send information that isn't of useful to you. What would be most helpful for me to send?
- Glad to. Mind if I ask a couple questions to zero in on your needs and what to send?
- I'd be happy to. What are you looking for?
- I'd like to send only information that you need. What should I send that would be of interest to you? How do you educate yourself about these solutions?
- Sure. What is your current understanding of our products and services? What initiatives are you currently working on and what {name of your company} information would you like to receive?
- Great! Can we schedule a time next week to discuss the information I am about to send you?

## **“You’re too expensive”**

- **Help me understand why you feel we are too expensive.**
- **What are you comparing us to? I want to be sure you are comparing apples to apples.**
- **What are you basing that on?**
- **What have you looked at concerning “price” versus “cost”?**
- **Tell me about the research you’ve done and how you determined we are too expensive?**
- **Help me understand how you came to that conclusion?**
- **What needs to happen for you to feel more comfortable about a decision to use our products?**
- **Sounds like you are seriously comparing options. Why?**
- **Since I don’t understand your application, I can’t disagree. What type of solution are you leaning toward?**
- **I’m proud to be with this company, but I’ve learned that our products aren’t for everyone. How did you come to that conclusion?**
- **If I could show you that we provide the greatest return on your investment, would the lowest price still win?**

## **“We don’t have the Budget”**

- **How does your budget process work?**
- **If you did have the budget, which products would be of most interest to you?**
- **Does that mean that you don’t have the money and couldn’t get it under any circumstances, or do you need more justification to include us in your budget? How can I help you in that process?**
- **What have you looked at regarding “price” versus “cost?”**
- **What if you found that our products pay for themselves in a very short period of time?**
- **How can I help you justify the cost when you look at the benefits?**
- **What information do you need to help your management feel more comfortable?**

**Thank You!**



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