

## FREE FIELD GUIDE

# 10 Objections That Kill Deals

What to say when a prospect hesitates, stalls, compares you to cheaper options, or says they need to “think about it.”

**Use this before your next sales call:** pick the 2–3 objections your buyer is most likely to raise, rehearse the script out loud, then rewrite it in your own voice. The goal is not to “win an argument.” The goal is to lower anxiety, clarify value, and move the conversation to the next honest step.

## The 3-Part Objection Formula

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1. **Acknowledge without flinching.** Make the buyer feel heard instead of corrected.
2. **Clarify the real concern.** Most objections are shorthand for risk, timing, trust, money, or confusion.
3. **Move to a concrete next step.** Offer proof, a smaller commitment, a comparison, or a decision deadline.

### 1. “It’s too expensive.”

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**Say:** “Totally fair. Before we decide it’s too expensive, can I ask what you’re comparing it against — another quote, doing nothing, or trying to solve it yourself?”

**Why it works:** “Too expensive” is incomplete. You need the comparison point before you can answer.

**Follow-up:** “If the real question is whether this pays for itself, let’s walk through the cost of one lost deal / one callback / one bad customer conversation.”

### 2. “I need to think about it.”

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**Say:** “Of course. Usually when someone says that, it means one of three things: timing, budget, or uncertainty about whether it’ll work. Which one is closest?”

**Why it works:** It turns a vague stall into a diagnosable concern.

**Next step:** agree on a specific follow-up time and what information they need before then.

### 3. “Send me more information.”

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**Say:** “Happy to. To avoid sending a generic pile of stuff, what are you trying to verify — features, pricing, proof, or fit for your situation?”

**Why it works:** It keeps the sale in conversation mode instead of brochure mode.

### 4. “We already have a tool for that.”

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**Say:** “That may be exactly right. Is your current tool helping you practice the conversation before it happens, or is it mostly tracking what happened afterward?”

**Why it works:** Conversation Readiness is not a CRM replacement. It owns the preparation and practice gap.

### 5. “I’m not sure I’d use it.”

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**Say:** “That’s the right concern. The people who get value use it for one specific moment: before a call they can’t afford to wing. What upcoming conversation would be worth preparing for?”

**Why it works:** It shifts from abstract usage to a real calendar event.

### 6. “I can just use ChatGPT.”

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**Say:** “You can use ChatGPT for generic scripts. The difference here is workflow: your business docs stay local, you get roleplay, scoring, prep cards, objections, and call tracking in one private desktop app.”

**Proof point:** No customer files, pricing, contracts, or notes leave the machine.

## 7. “We don’t want another subscription.”

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**Say:** “Good — neither do we. Conversation Readiness is one-time pricing: Starter \$97, Pro \$197, Agency \$397. No monthly seat tax.”

## 8. “I’m not technical.”

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**Say:** “You shouldn’t need to be. The workflow is: upload business docs, choose the conversation type, practice, get a prep card. If you can use a notes app, you can use this.”

## 9. “I don’t want my customer data in the cloud.”

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**Say:** “That’s exactly why this exists. It runs locally on your computer. Your customer data, pricing, contracts, and call notes stay on your machine.”

## 10. “Maybe later.”

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**Say:** “Makes sense. What would need to happen for this to become urgent — more leads, bigger estimates, a hiring push, or one painful lost deal?”

**Next step:** “If one of those happens, don’t start from scratch. Take the 14-day free trial and build your first prep card before the next important call.”

## Quick Rehearsal Checklist

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- I know the buyer's likely comparison point.
- I can explain the cost of doing nothing.
- I have one proof point ready.
- I can answer the privacy question in one sentence.
- I have a next-step ask that is smaller than "buy now."

### Practice the hard version before the real version.

Conversation Readiness gives you AI buyers, objection drills, prep cards, and scoring — all privately on your computer. Start with the Pro plan at \$197 one-time, or try it free for 14 days.

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