

TEMPLATE 4: OBJECTION RESPONSES

File: {COMPANY_SLUG}_objections.md

PURPOSE: Provide natural, conversational response examples for common objections and competitive situations.

Natural Objection Responses

Common Objections & Conversational Responses

"{OBJECTION_1}"

Natural Response Context: {OBJECTION_1_CONTEXT} **Conversational Approach:** "{OBJECTION_1_RESPONSE}" **Follow-up Options:** {OBJECTION_1_FOLLOWUP}

"{OBJECTION_2}"

Natural Response Context: {OBJECTION_2_CONTEXT} **Conversational Approach:** "{OBJECTION_2_RESPONSE}" **Follow-up Options:** {OBJECTION_2_FOLLOWUP}

"{OBJECTION_3}"

Natural Response Context: {OBJECTION_3_CONTEXT} **Conversational Approach:** "{OBJECTION_3_RESPONSE}" **Follow-up Options:** {OBJECTION_3_FOLLOWUP}

"{OBJECTION_4}"

Natural Response Context: {OBJECTION_4_CONTEXT} **Conversational Approach:** "{OBJECTION_4_RESPONSE}" **Follow-up Options:** {OBJECTION_4_FOLLOWUP}

"{OBJECTION_5}"

Natural Response Context: {OBJECTION_5_CONTEXT} **Conversational Approach:** "{OBJECTION_5_RESPONSE}" **Follow-up Options:** {OBJECTION_5_FOLLOWUP}

Professional Situations

Price-Focused Conversations

Context: {PRICE_CONTEXT} **Approach:** {PRICE_APPROACH}

Quality Concerns

Context: {QUALITY_CONTEXT} **Approach:** {QUALITY_APPROACH}

Difficult Situations

Aggressive Customers

Context: {AGGRESSIVE_CONTEXT} **Approach:** {AGGRESSIVE_APPROACH}

Time-Pressed Customers

Context: {TIMEPRESS_CONTEXT} **Approach:** {TIMEPRESS_APPROACH}

Skeptical Customers

Context: {SKEPTICAL_CONTEXT} **Approach:** {SKEPTICAL_APPROACH}

PLACEHOLDER FILLING GUIDE:

Placeholder	Description	Example
{OBJECTION_1}	Most common objection	"We're happy with our current supplier"
{OBJECTION_1_CONTEXT}	When this comes up	"Customer has established relationship, satisfied with current service"
{OBJECTION_1_RESPONSE}	Natural response	"That's great to hear you have a good relationship. Many customers use us for backup or emergency situations when they need guaranteed next-day delivery."
{OBJECTION_1_FOLLOWUP}	Next steps	"Ask about backup needs, offer emergency contact details"
{OBJECTION_2}	Second common objection	"Not interested"
{OBJECTION_2_CONTEXT}	When this comes up	"Customer is polite but dismissive, wants to end call quickly"
{OBJECTION_2_RESPONSE}	Natural response	"I understand, thanks for being direct. No problem - thanks for letting me know. If things change, we're always here."
{OBJECTION_2_FOLLOWUP}	Next steps	"Professional close, note for future contact"
{OBJECTION_3}	Third common objection	"What are your prices?"
{OBJECTION_3_CONTEXT}	When this comes up	"Customer wants immediate pricing information before discussing needs"
{OBJECTION_3_RESPONSE}	Natural response	"Pricing depends on specifications and quantities. Our sales team can provide accurate quotes based on your requirements. I can arrange for them to call you with competitive pricing."
{OBJECTION_3_FOLLOWUP}	Next steps	"Gather requirements, schedule callback with sales team"
{OBJECTION_4}	Fourth common objection	"Send me something instead"
{OBJECTION_4_CONTEXT}	When this comes up	"Customer wants information but doesn't want to continue conversation"
{OBJECTION_4_RESPONSE}	Natural response	"Of course - happy to send information. What type of projects do you typically work on? That helps me send the most relevant information."
{OBJECTION_4_FOLLOWUP}	Next steps	"Qualify briefly, send targeted information, schedule follow-up"
{OBJECTION_5}	Fifth common objection	"How did you get my number?"
{OBJECTION_5_CONTEXT}	When this comes up	"Customer is concerned about unsolicited contact, may be suspicious"
{OBJECTION_5_RESPONSE}	Natural response	"We're contacting construction companies in your area about steel reinforcement materials. If this isn't relevant to your

Placeholder	Description	Example
		business, I'm happy to remove you from our contact list."
{OBJECTION_5_FOLLOWUP}	Next steps	"Respect their privacy concerns, offer removal or continue if relevant"
{PRICE_CONTEXT}	Price-focused situations	"Customer is cost-conscious, comparing multiple suppliers"
{PRICE_APPROACH}	How to handle	"Focus on total value, highlight service benefits, understand their budget constraints"
{QUALITY_CONTEXT}	Quality concern situations	"Customer has had bad experiences, questions product standards"
{QUALITY_APPROACH}	How to handle	"Provide specific quality standards, offer references, explain testing procedures"
{AGGRESSIVE_CONTEXT}	Aggressive customer situation	"Customer is frustrated, short-tempered, may have had bad experiences"
{AGGRESSIVE_APPROACH}	How to handle	"Stay calm and professional, acknowledge their concerns, don't take it personally"
{TIMEPRESS_CONTEXT}	Time-pressed situation	"Customer is on job site, in meeting, or dealing with urgent project issue"
{TIMEPRESS_APPROACH}	How to handle	"Get to the point quickly, offer to call back at better time, respect their schedule"
{SKEPTICAL_CONTEXT}	Skeptical customer situation	"Customer has been burned by suppliers before, questions claims and promises"
{SKEPTICAL_APPROACH}	How to handle	"Provide specific examples and references, avoid overselling, build trust gradually"

QUALITY CHECKLIST:

- ☐ All placeholders replaced with realistic objections you actually receive
- ☐ Responses sound natural and conversational, not scripted
- ☐ No "you must say exactly" instructions - these are examples
- ☐ Follow-up options provide guidance without being rigid
- ☐ Professional situation approaches are practical and achievable
- ☐ All responses align with your actual value propositions