Enhanced Objection Responses - Based on Real Customer Language

Real Customer Responses & Proven Approaches

"I've got quite a few jobs actually"

Natural Response Context: Customer shows interest and has active projects **Conversational Approach**: "That's great to hear you're busy! What's your typical requirement - A142 mesh, rebar, or something else? I'd love to get a quote over to you for your next project." **Follow-up Options**: Ask about specific products, quantities, and timing

"We're getting quite a good deal at the moment"

Natural Response Context: Customer is price-conscious, established supplier relationship **Conversational Approach**: "I understand that's important. What I'd suggest is sending your next inquiry our way - we're NextDay so whenever you need fast delivery, plus we can definitely be another best price option." **Follow-up Options**: Request current pricing for competitive analysis, emphasize speed advantage

"Can pick up today/tomorrow"

Natural Response Context: Customer has immediate urgent requirements **Conversational Approach**: "I'll need to check with our sales team to arrange that. For urgent requirements like this, we try to accommodate same-day pickup when possible." **Follow-up Options**: Escalate to sales team immediately, get contact details for urgent follow-up

"Their [product] is much better than yours anyway"

Natural Response Context: Customer making competitive comparisons, testing response **Conversational Approach**: "No problem at all - I appreciate the honesty. We'll do our best for you on pricing and service. What matters most is that you get what you need for your projects." **Follow-up Options**: Focus on relationship value, don't argue product superiority, offer competitive pricing

Website pricing concerns / abandoned cart

Natural Response Context: Customer looked at website but didn't order due to pricing **Conversational Approach**: "I saw you were looking at our website recently. The pricing possibly put you off purchasing? I can often ask for better rates on those products - let me look at what you were interested in." **Follow-up Options**: Review specific items, offer revised pricing, negotiate on the spot

"I've got a project coming up in [timeframe]"

Natural Response Context: Future opportunity, customer planning ahead **Conversational Approach**: "Perfect timing! I'll make a note about your [timeframe] project. What type of reinforcement are you

expecting to need? I can send over our details and be ready to quote when you have the specifics."

Follow-up Options: Set calendar reminder, send capability overview, ask about project type

"I'm not ready yet, probably [timeframe]"

Natural Response Context: Customer acknowledging future need but not immediate **Conversational Approach**: "No problem at all - I appreciate you letting me know. I'll put a note in my system for [timeframe] and can check back in with you then. In the meantime, I'll send over our contact details."

Follow-up Options: Schedule follow-up reminder, send information packet

"Can pick them up today/tomorrow"

Natural Response Context: Urgent requirement, immediate need **Conversational Approach**: "Let me check our stock right now. For urgent requirements like this, we try to accommodate same-day or next-day pickup when possible. What specific quantities are you looking for?" **Follow-up Options**: Check stock immediately, offer emergency delivery if needed

Customer mentions specific current pricing

Natural Response Context: Customer sharing competitive pricing information **Conversational Approach**: "Thanks for sharing that - it helps me understand what you're working with. For your next inquiry, just let me know what price you've got and we'll see if we can do something competitive."

Follow-up Options: Note pricing in system, ask about service requirements beyond price

Professional Situations - Enhanced with Real Examples

High-Volume Regular Customers

Context: Customer mentions "quite a lot" or "over 100 meters" usage **Approach**: "It sounds like you do substantial volume - we definitely want to work with customers like you. Can you give me an idea of your typical monthly requirements? We can often do better pricing for regular volume."

Workshop/Stock Availability Issues

Context: When competitors mention stock issues or workshop capacity **Approach**: "That's exactly why customers call us - we focus on keeping stock available and maintaining quick turnaround. We've had customers switch to us specifically because we're more reliable on availability."

Multiple Quote Scenarios

Context: Customer mentions having "a couple of quotes" **Approach**: "Smart approach getting multiple quotes. We're confident in our pricing and service, so I'm happy to put together a quote for you. Often customers choose us for the reliability even if we're not the absolute cheapest."

Price-Focused Enhanced Responses

Volume Pricing Discussions

Context: Customer ordering substantial quantities regularly **Approach**: "For regular customers with consistent volume, we can definitely look at improved pricing. What's your typical order pattern - weekly, monthly, project-based?"

Competitive Price Matching

Context: Customer has lower price from competitor **Approach**: "I can't always match every price, but I can definitely run it past my boss, especially for a good customer. What we often find is customers value our reliability and service alongside competitive pricing."