

# Step 5:

## Handling Objections



### Handling objections

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Objections are common... but you should try to address them with confidence while maintaining focusing on value and next steps.

Here's some common objections, and how to handle them:

#### Price Inquiries

When asked: "What are your prices?"

Response:

"I tailor my solution based on each client's specific needs and budget. During our call, I'll ask some questions to understand your requirements and can then provide pricing options that align with your goals and resources.

Is that OK with you?"

## Differentiation Questions

When asked: "What makes you different?"

Response:

"That's a great question. I'd love to learn more about your specific challenges first, so I can show you exactly how our approach would work for your situation.

Would you be open to sharing what solutions you've tried before?"



## Time/Availability

When told: "I'm too busy right now"

Response:

"I completely understand.

When would be a better time to reconnect? I'm happy to schedule something a few weeks out when things settle down."

