

A grayscale photograph of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing white text. To the left of the laptop, there is a pair of white earbuds and a small potted plant. To the right, there is a stack of books. The background is a wooden desk.

# When they say “No”: Common Meeting Objections

A grayscale photograph of a person wearing a grey sweater, looking down at a smartphone held in their hands. A large, solid blue diamond is superimposed over the center of the image, containing white text. The background is blurred, showing what appears to be an office or indoor setting with a desk and some equipment.

The Bad News:  
They said “No”

A top-down view of a wooden desk. In the center is a spiral-bound notebook with a white cover and a silver spiral binding. A silver pen lies on the right page of the notebook. To the left of the notebook is a white water bottle. To the right is a silver calculator. In the top left corner, there is a small white bowl containing some fruit. The background is a light-colored wooden surface.

The Good News: They Responded...  
and we can work with that



## Common Meeting Objections:

- Not interested (a generic “no”)
- Bad timing
- Wrong Person
- Don't Have Budget
- Stop Bothering Me



## Not Interested (generic “no”):

Get more info to understand why:

Hi John,

Thanks for getting back to me and for letting me know that you aren't interested in Udemy at this time. Do you mind briefly telling me why you aren't interested, so I can improve my messaging and pitch for next time.

Any feedback is really appreciated! I am always learning and trying to improve.

Thanks again,  
Elliot





## Bad Timing:

Reference clients with similar situations:

Hi John,

Totally understand, most of my clients make purchases in Q4 as well, so that make a lot of sense. That said, many of my clients also like to start the buying process way earlier to make it as smooth as possible.

Can we meet for just 15 minutes next week to hammer out the best timeline and process for you?

Thanks,  
Elliot



## Wrong Person:

Ask for the right person:

Hi John,

Sorry for bothering you and thanks for letting me know that your aren't the best person to chat about Learning Solutions. I think Udemy can really help Glassdoor improve employee productivity, so do you mind pointing me to the person who is responsible for purchasing L&D products?

I appreciate your help!

Best,  
Elliot



## Don't Have Budget:

Similar to Bad Timing, reference a client:

Hi John,

Thanks for being candid with me about your budget constraints. You remind me of a similar conversation I had with another company that is now a successful client, despite their initial budget concerns.

I would love to briefly chat about how I worked with them to build a business case and see if a similar strategy could work for you and Glassdoor.

Do you have 15 minutes next week?

Best,

Elliot





Stop Bothering Me:

First of all...Congrats!  
You are doing your job right!



## Stop Bothering Me:

It's time to stop bothering them:

Hi John,

Thanks for letting me know. I will take you off of my list and no longer reach out to you.

Please let me know if you change your mind in the future. I wish you the best.

Thanks,

Elliot



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