



Practical training and resources for building a successful text marketing business

COMMON OBJECTIONS CHEAT SHEET

Understand the concern before choosing the response.

1 LISTEN

2 IDENTIFY

3 CLARIFY

4 RESPOND

5 NEXT STEP

WHAT THEY SAY	LIKELY CONCERN	ASK THIS	RESPOND PRODUCTIVELY
"It's too expensive."	Value, budget, or competing priorities.	"Is the concern the available budget, the timing, or whether the value justifies the cost?"	Compare the investment with the outcome they want. Determine fit before discussing any discount.
"I need to think about it."	Uncertainty, missing information, or an unresolved concern.	"What part would you like to think through further?"	Address the specific uncertainty. If more time is genuinely needed, agree on a clear follow-up.
"We're already doing marketing."	They do not see how text fits with current efforts.	"How are you currently staying in touch with existing customers?"	Position text as a direct customer channel that can strengthen—not automatically replace—what already works.
"Our customers won't sign up."	Adoption risk or lack of a list-building plan.	"What percentage of your customers would need to join for it to become useful?"	Replace assumptions with realistic numbers and discuss how customers will be invited to subscribe.
"We don't have time."	Workload, complexity, or an unclear process.	"Which part of managing it concerns you most?"	Explain the actual responsibilities and time required. Do not dismiss the concern with a vague promise that it is easy.
"I need to talk to my partner."	Another decision-maker is involved.	"What information would be most useful for that conversation?"	Help them prepare or invite the other decision-maker to a follow-up. Do not try to bypass the process.
"Can you send me information?"	They need clarity—or want to end the conversation politely.	"What question would you like the information to answer?"	Send only relevant material and agree on what happens next. More information is not always more clarity.

TEXT-SPECIFIC OBJECTIONS

Use the question to diagnose the concern. Adapt the response to what the owner actually says.

WHAT THEY SAY	LIKELY CONCERN	ASK THIS	RESPOND PRODUCTIVELY
"I don't want to annoy customers."	Risk, trust, and concern about message frequency.	"What kind of message or frequency would feel intrusive to you?"	Explain that customers choose to subscribe and messages should be relevant, useful, and appropriately timed.
"We tried text marketing before."	Past disappointment or lack of trust.	"What happened, and what were you hoping it would accomplish?"	Understand the previous experience before distinguishing the new approach. Never dismiss what happened.
"Our customer list is too small."	Uncertainty about value at the current list size.	"How many customers do you interact with in a typical week?"	Discuss whether there is a realistic list-building path. A small list is not automatically a poor fit, but growth needs a plan.
"Email and social media are enough."	They do not see a communication gap or additional priority.	"How reliably can you reach existing customers when timing matters?"	Clarify the role of a permission-based direct channel. If current methods fully meet the need, respect that conclusion.
"Now isn't a good time."	Timing, competing priorities, or low urgency.	"What would need to change for the timing to become better?"	Identify whether there is a real future window or simply no current priority. Schedule follow-up only when it is meaningful.

WHAT NOT TO DO

- Answer before understanding the concern
- Lower the price immediately
- Argue with or correct the prospect
- Overpromise results
- Treat hesitation as agreement
- Keep pushing after a clear no

KNOW WHEN TO STOP

A clear no should be respected. If the owner does not see a meaningful problem, priority, or fit after clarification, the productive next step may be to end the conversation professionally.

The objective is clarity—not winning an argument.