



Productive Responses to Common Objections

In the previous lesson, we discussed how objections often reveal concerns related to risk, value, priority, trust, or confusion.

Understanding the concern behind an objection should always come before responding to it.

This guide focuses on productive responses that help move the conversation forward.

The examples in this guide are not scripts to memorize.

They are conversation starters designed to create clarity, uncover concerns, and encourage meaningful discussion.

TIP

Questions often create better conversations than rebuttals.

A thoughtful question can reveal more than a perfectly memorized response.

1. "It's Too Expensive"

What They May Mean

- I do not see enough value yet.
- I am comparing this to other priorities.
- I am uncertain about the potential return.
- I have budget concerns.

Productive Responses

"I understand. Can I ask what you're comparing it to?"

"What kind of result would make this feel worthwhile?"

"When you think about the investment, what concerns you most?"

Why This Works

Price objections are often value objections in disguise.

Before discussing cost, it is important to understand how the business owner views the potential outcome.

2. "I Need to Think About It"

What They May Mean

- I need more certainty.
- I am not fully convinced.
- I need to discuss this with someone else.
- I am not ready to make a decision.

Productive Responses

"Absolutely. What part would you like to think through further?"

"Is there anything specific that would help you feel more comfortable?"

"What questions can I answer before you make a decision?"

Why This Works

These responses encourage conversation without creating pressure.

Hesitation is often a sign that a concern has not been fully resolved.

Understanding the source of the hesitation is usually more productive than trying to remove it.

3. "We're Already Doing Marketing"

What They May Mean

- We do not understand how text marketing fits into our current efforts.
- We believe our current marketing is sufficient.
- We are hesitant to add another expense or responsibility.

Productive Responses

"That makes sense. What marketing channels are working best for you right now?"

"How are you currently staying in touch with existing customers?"

"What methods do you use to encourage repeat business?"

Why This Works

Text marketing rarely replaces existing marketing efforts.

It often strengthens them by creating a direct path to the customer.

4. "Our Customers Won't Sign Up"

What They May Mean

- I am uncertain whether customers will participate.
- I have not seen this work before.
- I am concerned about adoption rates.

Productive Responses

"That's a fair concern. How many customers do you interact with in a typical week?"

"Have you ever offered customers a reason to subscribe?"

"What percentage of your customers would need to join for the program to be valuable?"

Why This Works

Prospects often estimate participation before they have enough information to make an accurate prediction.

Questions help replace assumptions with real-world context.

5. "We Don't Have Time"

What They May Mean

- I am already overwhelmed.
- I am concerned about the workload.
- I do not fully understand the process.

Productive Responses

"I completely understand. Can I show you how little time most businesses spend managing it?"

"What part of the process concerns you most?"

"If the system only required a few minutes each week, would that change your perspective?"

Why This Works

Time objections are often concerns about complexity.

The conversation should focus on effort, process, and expectations.

6. "I Need to Talk to My Partner"

What They May Mean

- Another person is involved in the decision.
- I am not comfortable making the decision alone.
- Additional information may be needed.

Productive Responses

"That makes sense. What information would be most helpful for your discussion?"

"Would it be helpful if we scheduled a time to review it together?"

"What questions do you think they are most likely to ask?"

Why This Works

The objective is not to bypass decision-makers.

The objective is to help the prospect have a productive conversation with them.

7. "Can You Send Me Some Information?"

What They May Mean

- I am not ready to make a decision yet.
- I need more information.
- I want time to review this on my own.
- I am trying to end the conversation politely.
- I have unanswered questions.

Productive Responses

"Absolutely. What information would be most helpful?"

"I'm happy to send something over. Before I do, what questions would you like it to answer?"

"Of everything we've discussed, what would you like to learn more about?"

Why This Works

Requests for information can mean different things.

Sometimes a prospect genuinely needs additional details before making a decision.

Other times, they are seeking more time, more certainty, or a way to continue evaluating the opportunity.

By asking a question before sending information, you gain a better understanding of what the prospect is looking for and can provide something more relevant and useful.

Information is most valuable when it helps answer a specific question.

More information does not always create more clarity.

The most effective information helps answer a specific question or resolve a specific concern.

COMMON MISTAKE

Treating responses like scripts.

The same objection can have different meanings depending on the business, the situation, and the person raising it.

A response that works in one conversation may not work in another.

The objective is not to memorize answers.

The objective is to understand the concern and respond appropriately.

KEY TAKEAWAY

A productive response begins with understanding.

Objections are information.

The most effective responses explore the concern behind the objection rather than immediately defending the solution.

When you focus on clarity instead of persuasion, conversations become more natural, productive, and valuable for everyone involved.