

# OBJECTION RESPONSE WORKSHEET

STEP ONE: From your research, list all the reasons the prospect might give for rejecting you, especially those that are based on what you know about their industry or company. We have filled in some that are common to all buyers.

STEP TWO: Underneath, write your response. Keep it brief, no more than a sentence or two.

<b>1</b>	<b>I'M NOT INTERESTED.</b>
RESPONSE	
<b>2</b>	<b>IT'S TOO EXPENSIVE.</b>
RESPONSE	
<b>3</b>	<b>WE ALREADY WORK WITH A COMPETITOR.</b>
RESPONSE	
<b>4</b>	<b>I DON'T HAVE TIME TO SPEAK WITH YOU.</b>
RESPONSE	
<b>5</b>	<b>NOW IS NOT A GOOD TIME. CALL AGAIN IN THE FUTURE.</b>
RESPONSE	
<b>6</b>	<b>SEND SOME INFORMATION.</b>
RESPONSE	
<b>7</b>	<b>I NEED TO SPEAK WITH MY PARTNER.</b>
RESPONSE	

<b>8</b>	
<b>RESPONSE</b>	
<b>9</b>	
<b>RESPONSE</b>	
<b>10</b>	
<b>RESPONSE</b>	
<b>11</b>	
<b>RESPONSE</b>	
<b>12</b>	
<b>RESPONSE</b>	