

## Shared Phone Objections Reference

This is **not** a list of things to say. Use this reference to:

- interpret what an objection is really signalling
- diagnose gaps in relevance, timing, or framing
- decide whether to clarify, reframe, or exit

Objections are **information**, not resistance.

### First Principle (Anchor This)

Most objections are not about:

- price
- features
- timing

They are about:

- relevance
- risk
- priority
- clarity

Fix the thinking **upstream**, not the wording downstream.

## Objection Categories (The Only Ones That Matter)

Almost every objection fits into one of these five categories.

### Relevance Objections

*“This doesn’t apply to us.”*

#### **Common forms:**

- “We’re different.”
- “That’s not an issue here.”
- “We already do that.”
- “That’s handled elsewhere.”

#### **What this usually signals:**

- ICP mismatch
- problem not recognised
- impact framed too generically

#### **What to reflect on:**

- Did I anchor to a recognisable pattern?
- Was the problem framed in *their* world?
- Did I assume pain instead of confirming it?

#### **Better response pattern:**

- clarify context
- test assumptions
- exit cleanly if it’s not relevant

A fast “no” here is a good outcome.

## Timing Objections

“Not now.”

### Common forms:

- “Not a priority.”
- “We’re focused elsewhere.”
- “Check back later.”
- “Next quarter / next year.”

### What this usually signals:

- competing priorities
- unclear urgency
- value framed as optional

### What to reflect on:

- Did I connect this to a current pressure?
- Was the cost of *inaction* clear?
- Am I early, or just misaligned?

### Better response pattern:

- clarify what *would* make it timely
- decide whether to park or move on

Chasing bad timing wastes energy.

## Risk Objections

*“What could go wrong?”*

### **Common forms:**

- “We’ve tried this before.”
- “Integration will be difficult.”
- “Security won’t allow it.”
- “This feels risky.”

### **What this usually signals:**

- prior negative experience
- fear of disruption
- unclear ownership or rollback

### **What to reflect on:**

- Did I acknowledge risk early?
- Did I separate proof from commitment?
- Did I offer optionality?

### **Better response pattern:**

- name the risk explicitly
- show how risk is contained or staged
- avoid minimising concerns

Respecting risk builds trust.

## Value Objections

*“Is this worth it?”*

### **Common forms:**

- “What’s the ROI?”
- “What does it cost?”
- “How does this compare?”
- “Margins are fine.”

### **What this usually signals:**

- decision framed too early
- value not grounded in their metrics
- cost discussed without context

### **What to reflect on:**

- Did I quantify impact prematurely?
- Did I tie value to outcomes they care about?
- Was the decision framed clearly?

### **Better response pattern:**

- slow the conversation down
- reframe the decision before the numbers
- propose a working session if appropriate

Numbers without context create friction.

## Authority Objections

*“I’m not the right person.”*

### **Common forms:**

- “This sits with someone else.”
- “I’d need buy-in.”
- “Talk to my team.”
- “Send this through.”

### **What this usually signals:**

- unclear buying process
- role misalignment
- early-stage interest, not rejection

### **What to reflect on:**

- Did I choose the right lens?
- Was the decision framed at the right level?
- Do I understand how decisions are made?

### **Better response pattern:**

- clarify decision roles
- ask who else is involved and why
- decide whether to pursue or disengage

Authority gaps are structural, not personal.

## Using AI With Objections (Important)

AI is useful **after** the objection appears.

Use AI to:

- classify the objection category
- identify what it likely signals
- pressure-test your original framing

Do not use AI to:

- generate rebuttals
- “handle” objections
- win arguments

If you fix the thinking, the objection often disappears next time.

## Quality Check (After Any Objection)

Ask yourself:

- Which category did this fall into?
- What signal did I miss earlier?
- What would I clarify *before* the next conversation?

Learning happens **between conversations**, not during them.