

THE 6 MOST COMMON

COLD CALL OBJECTIONS

AND HOW TO ANSWER THEM





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ARE YOUR COLD CALLS GETTING SHUT DOWN?

- ✗ **Not interested**
- ✗ **Call me back later**
- ✗ **We already have a provider**

Learn how to handle the 6 most common objections and keep the conversation going.





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OBJECTION #1

SEND ME AN EMAIL

ANSWER

I understand.

**We often assist [persona] in
achieving [business outcome 1]
and [business outcome 2].**

**Are those important to you right
now?**





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OBJECTION #2

WE USE COMPETITOR X

ANSWER

They are a great company, and I've heard positive things about them.

How about this... would you like to hear how we helped [company] achieve [business outcome] after they switched to us?





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OBJECTION #3

I'M NOT THE DECISION MAKER

ANSWER

That's actually why I called...

**I was going to contact [DECISION
MAKER], but I thought you might
be more involved in the day-to-
day operations.**





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OBJECTION #4

I'M BUSY AT THE MOMENT

ANSWER

**Yeah, no worries, I totally
understand.**

**Would it be okay if I quickly explain
why I called in 20 seconds, and then
you can decide if it's worth me
calling back tomorrow?**





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OBJECTION #5

LET ME THINK ABOUT IT

ANSWER

I understand. Usually, when people need time, it's because they have a question or concern. That's exactly why I'm here. What's on your mind right now?





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OBJECTION #6

WE HAVE NO BUDGET

ANSWER

"I've been hearing similar things a lot lately.

Seems like budgets are really tight right now. I noticed you [RELEVANT RESEARCH] and many [PERSONA] are facing [PROBLEM]. How are you handling that currently?





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