

SALES · PRICE OBJECTIONS

“It's too expensive.”

5 replies that work.

And the 1 that loses the deal. →

THE REAL PROBLEM

You don't lose the deal on price.

You lose it in the 2 seconds of silence after it, when you freeze and fill the gap with a discount.

REPLY 1 · ISOLATE

“Apart from price, is there anything else that would stop you?”

Forces the real objection out. If price is the only one, you know exactly what you're solving.

REPLY 2 · COST OF NOTHING

**“What does it cost
you each month to
keep things as they
are?”**

Makes them price the problem before they
price your product.

REPLY 3 · THEIR OWN WORDS

“You said this costs you about \$X a month. This is \$Y.”

Use the number they gave you earlier. Their math beats your pitch.

REPLY 4 · CLARIFY

“Too expensive compared to what?”

Often it's a budget, a competitor, or a misunderstanding. Each has a different fix.

REPLY 5 · SCOPE, NOT DISCOUNT

“If we start with just the part that solves X, does that fit?”

Change what they buy, not what it's worth.

THE ONE THAT LOSES THE DEAL

**“I can probably get
you a discount.”**

You just taught them that your price was
soft and that objecting works.

THE FIX IS TIMING

Freezing is a timing problem, not a talent problem.

Sayble listens to the live call and puts the next line on your screen in under a second. Try it free for 5 minutes.