

Cheat Sheet: Handling Objections

Objection: “We’ve never paid for strategy before.”

Response: “If you haven’t been satisfied with past results without strategy, you might consider trying something different this time and starting with strategy.”

Objection: “I’d rather just save this money for the project.”

Response: “If you all already had a clear roadmap for this project and the desired outcomes, I’d recommend we dive right in. I suggested this because there’s still ambiguity, and I’d feel more comfortable helping you create an actionable plan first. We’ll probably discover a better plan together.”

Objection: “Maybe in the future, but we really need a fast turnaround on this project.”

Response: “I totally feel your urgency. What I hear you saying is you’re going to move forward with this project whether I’m the one helping or not. If that’s the case, would you agree to a shorter session, say 30 minutes? It would cost \$XXX. We can get that scheduled ASAP.”

Objection: “Let me think about it. Let’s touch base soon.”

Response: “Take all the time you need. I’ll follow up in a week.”

Objection: “We don’t have budget for this.”

Response: “I totally understand budget constraints. If you were to pick your single highest priority, what would it be?”

Objection: “We just don’t see the value.”

Response: “In terms of value, I think it comes down to clarity, confidence, and an actionable plan. In the past, when I have agreed to dive in head first while there’s still ambiguity, we end up wasting time and effort on moving targets and dead ends. I proposed this session because I want to protect your time and budget and get the relationship started on the right track.”