



Objection Handling – Cold Calls

Objection	"I'd Imagine..."	"Can I Make a Suggestion?"
Send me an email	I'd imagine you're really busy, and you probably get a lot of these calls.	Can I make a suggestion? What if I send over a brief email summary, and we schedule a quick follow-up call to discuss specifics?
I'm not interested	I'd imagine you're already set up with a good solution, or you wouldn't be in business.	Can I make a suggestion? How about a quick 5-minute call to see if there's anything we offer that could be of value to you?
We don't have the budget	I'd imagine budget constraints are a big concern for you, especially these days.	Can I make a suggestion? Let's explore a solution that fits within your budget constraints and see if it's something worth considering.
Call me back later	I'd imagine you have a lot on your plate right now.	Can I make a suggestion? What if we set a specific time for a follow-up call when it's more convenient for you?
We're happy with our current supplier	I'd imagine they're doing a good job for you, which is why you're happy.	Can I make a suggestion? What if we did a quick comparison to see if there are areas where we might add value or save you money?
I'm in a meeting	I'd imagine this is probably not the best time for a call.	Can I make a suggestion? How about we schedule a time that works better for you?



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We're not looking to make changes right now	I'd imagine you've got your hands full with current priorities.	Can I make a suggestion? How about a brief call to understand your future needs so we can be ready when you're looking to make a change?
I've never heard of your company	I'd imagine that if you haven't heard of us, you might be wondering if we're credible or trustworthy.	Can I make a suggestion? What if I share a case study or customer testimonial that shows how we've helped companies like yours?
I don't have time to talk	I'd imagine you're very busy and time is tight right now.	Can I make a suggestion? How about a quick call later today or tomorrow at your convenience?
Just send me some information	I'd imagine you have a number of purchases we could help you with	Can I make a suggestion? Could you give me an example of what you buy regularly and I can get some information over to you.
We've had a bad experience before	I'd imagine that previous experiences have made you cautious about new partnerships.	Can I make a suggestion? How about a low-risk trial to show how we can deliver a better experience?
We're too busy right now	I'd imagine you have a lot of priorities competing for your attention.	Can I make a suggestion? What if we scheduled a quick call next week when things might have settled down a bit?
It's not a priority for us	I'd imagine you're focused on more immediate concerns right now.	Can I make a suggestion? How about we get a date in the diary to discuss when it's more relevant?



Objection Handling – In-Meeting

Objection	The Flip	Secondary Flip	"Can I Make a Suggestion?"
The price is too high	"I get it. Too high means...?"	"Is there a specific budget you're trying to stay within?"	"Can I make a suggestion? Why don't we look at a few of your top items and see if there are options that better fit your budget?"
We need more time to decide	"I understand. Is there something specific you'd like to think about?"	"What information would be helpful to make the decision easier?"	"Can I make a suggestion? Why don't we set a time to talk next week after you've had a chance to think about it?"
We don't have the budget for this	"I understand. How are you currently managing your office supply budget?"	"Are you looking for ways to cut costs right now?"	"Can I make a suggestion? Why don't we look at a smaller order to start with, just to see if there are savings opportunities?"
I need to discuss this with my team	"Of course. Who else usually helps make decisions on office supplies?"	"What do you think they'll want to know?"	"Can I make a suggestion? Why don't we set up a meeting with your team so we can answer any questions they might have?"
We've tried switching suppliers before, and it was a hassle	"I understand why you'd feel that way. What issues did you face when you tried switching?"	"Was there anything that made the process difficult?"	"Can I make a suggestion? Why don't we start small with a test order to show how easy we can make the switch?"



Objection	The Flip	Secondary Flip	"Can I Make a Suggestion?"
I need more information about your products	"Sure, happy to provide more details. What products are you most interested in?"	"Are there specific items you'd like more info on?"	"Can I make a suggestion? Why don't we set up a quick call to go over your most-used items and how we can support you?"
The timing isn't right	"I understand. Is there a better time when office supplies are top of mind for you?"	"What would make this a better time?"	"Can I make a suggestion? Why don't we set a reminder to check back in when it fits your schedule better?"
We're under contract with another supplier	"I see, that's common. When does your contract come up for renewal?"	"How do you typically handle supplier renewals?"	"Can I make a suggestion? Why don't we get a date in the diary for a quick catch up in advance of your renewal?"
We don't see a need for new suppliers right now	"I understand. How do you usually review your suppliers?"	"Are there things your current supplier could do better?"	"Can I make a suggestion? Why don't we do a quick cost comparison just to see if there are any areas for savings?"
We don't have the internal resources to handle a supplier change	"I see where you're coming from. What concerns do you have about making a change?"	"Are there specific tasks that would be a challenge?"	"Can I make a suggestion? Why don't we handle the transition for you, starting with just a few products?"
I'm worried about the quality of your products	"That's understandable. What quality concerns do you have?"	"Have you experienced quality issues in the past?"	"Can I make a suggestion? Why don't we provide samples of our top-selling items so you can see the quality firsthand?"



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We've had bad experiences with other office suppliers	"I'm sorry to hear that. Could you tell me more about what happened?"	"Were there specific issues that caused problems?"	"Can I make a suggestion? Why don't we start with a small order to show you how we handle service and quality differently?"
I don't make the final decisions on this	"Understood. Who typically makes the final call on office supplies?"	"Would it help if we included them in our discussion?"	"Can I make a suggestion? Why don't we schedule a meeting with the decision-maker to go over any questions?"