

# Sales Objection Template

Use this template to note down potential objections when talking to a lead by referencing the categories we have indicated in our article: budgetary restrictions, fear of change, preference for a more familiar brand, and satisfaction with their current provider.

TYPE OF OBJECTION	REBUTTAL	PROOF POINTS
<i>Sample: Budgetary restriction</i>	<i>While you will make an investment in the beginning, there are sizable and tangible returns in 1-2 years</i>	<i>One of our customers achieved a ROI in 12 months and earned \$50,000 in the first 6 months after their business became profitable</i>