



Objections pop up anywhere in the sales process.

We know they prevent deals from closing.

But they also stop sales conversations from moving forward.

That's why you need to handle early sales objections.

With a little help from science,

these obstacles become guideposts.

Related: [4 Ways to Get Past Gatekeepers and Reach Prospects Every Time \[VIDEO\]](#)

Objection: “Just send me some info...”

How to Respond:

“Sure, I want to make sure I send the right info. Tell me more about...”

Why it Works:

- This uses the ‘Context Effect’ in psychology.
- The context surrounding an event affects how it’s perceived.

Related: [Australian Prospects Preferred mode of Communicating By Statistics \[INFOGRAPHIC\]](#)

Objection: “We already work with your competitor.”

How to Respond:

“That’s great. What results are you getting?”

Why it Works:

- This response reverses the direction of change.
- It’s the best way to overcome status quo bias.

Related: [Warning: Don’t let Your Market Competitors Eat you Alive](#)

Objection: “Call me back in 6 months...”

How to Respond:

“What are your company’s other priorities right now?”

Why it Works:

- Prioritizing activities is better than time management.
- Best-selling author Rory Vaden shows this approach defeats procrastination.

Related: [AskCallbox: What makes an effective lead nurturing program?](#)

Objection: “We don’t have any budget right now.”

How to Respond:

“That’s okay. I’m not calling to sell you anything today.
But if I could ask you about...”

Why it Works:

- This response shows empathy.
- Harvard neuroscience research finds that trust depends on empathy.

Related: [Cutting Marketing Spend: When It Works \(and When it Doesn’t\) \[INFOGRAPHIC\]](#)

Try these tactics out for yourself
...and take the conversation to the next level.

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Grab a copy of our FREE EBOOK, [The Ultimate Lead Generation Kit Ebook](#)! Updated with links to the best and latest techniques that will help generate quality sales leads for your business



The image shows the cover of an eBook titled "THE ULTIMATE Lead Generation Kit TO JUMPSTART YOUR BUSINESS! 2019 EDITION". The cover features a rocket ship with a dollar sign on its side, flying upwards. The background is blue with various white icons representing business and technology, such as a laptop, a lightbulb, a speech bubble, and a mail envelope. The Callbox logo is at the top.

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I WANT THAT FREE EBOOK!



The image shows a modern office environment with several people working at desks. The desks are equipped with computers, monitors, and ergonomic chairs. Large windows in the background provide natural light. A prominent graphic overlay is present in the upper left quadrant.

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