[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Sales Objection Handling Sheet

Handling sales objections consistently: common objections with approved responses, a live log, and follow-up for unresolved items.

Document: Sales Objection Handling Sheet **Version:** 1.0

Prepared by: _____ **Owner:** _____

Date: _____ **Review date:** _____ **Common objections and responses:**

Objection (client words)	Theme	Question to ask first	Approved response	Evidence to offer
Price is too high	Price		[Approved response]	Comparable scope and service levels
Timing is not right	Timing		[Approved response]	Phased start option
We are happy with our current supplier	Trust		[Approved response]	Trial period and references

Handling steps 1. Listen to the full objection from [Client company] without interrupting. 2. Repeat the objection back in your own words and confirm the understanding.

3. Give the approved response ([Approved response]) and offer the evidence listed for that theme. 4. Ask whether the response resolves the concern, and record the answer below. **Live objection log:**

Date	Objection	Response given	Resolved?	Next step

Unresolved objections

[Company name]

Objection	Follow-up action	Owner	Due date

Completion checklist: [ ] Every objection from [Client company] is logged with the response given.

[ ] The approved response ([Approved response]) was used, not an improvised discount.

[ ] Unresolved objections have a follow-up action and owner ([Salesperson name]).