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TEMPLATE · FREE RESOURCE

THE OBJECTION RESPONSE SHEET

Every objection is a question your brand has not answered yet.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

Objections are information

Objections are not obstacles. They show you where your authority signal is incomplete, your value is unclear, or your position does not fit the person in front of you. Build the answers before the conversation, and you stop improvising in the moments that matter.

> *Every objection is a question your brand failed to answer before the conversation began.*

The four objection types

Type	What it usually means	How to respond
Price	Rarely about money. Unclear value, thin trust, or comparison to an incompatible alternative.	Reinforce the value. Do not defend the price.
Trust	An evidence gap.	Show proof: specific outcomes, documented process, named work with permission.
Timing	An urgency gap.	Make the cost of waiting concrete. No pressure tactics.
Authority	"Are you the right person for this?"	Get specific. Narrow your focus and show depth.

Your response sheet

For each objection you hear most, write the real question underneath it and your best answer.

Objection 1: _____ The real question underneath / My answer

Objection 2: _____ The real question underneath / My answer

Objection 3: _____ The real question underneath / My answer

The value reinforcement cycle

Clients who feel your value never question your price. Plan where you reinforce it.

Stage	What you do	Your plan
Before the sale	Show the cost of the problem and the size of the solution.	
During the sale	Frame the investment against the outcome, not against other prices.	
During delivery	Make progress visible with milestones and updates.	
After delivery	Capture the result in the client's own words.	

Check your readiness

- [ ] I have a written answer for price, trust, timing, and authority.
- [ ] I know the real question behind each.
- [ ] My proof is easy to show on request.
- [ ] I capture results after every project.

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