[Company name]

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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
Prepared by	[Name and role]
Owner	[Name and role]
Version	1.0
Date	[DD Month YYYY]
Review date	[DD Month YYYY]

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

[Company name]

Date	Objection	Response given	Resolved?	Next step

Unresolved objections

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]).