[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

[Company name]

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

Objection	Follow-up action	Owner	Due date

[Company name]

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]).