Ashford Business Services Ltd

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
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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 Harborne Retail Group Ltd 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

Completion checklist

	Every objection from Harborne Retail Group Ltd 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 (Emma Clarke).