

Objection handling script

20 cold-call objections, grouped by what is behind them, with two answers each: the first try and the second.

1 Let them finish

Don't talk over the objection. The words after the first sentence tell you what it really is.

2 Acknowledge it

One short line — "Fair enough", "That makes sense". You are not agreeing, you are showing you heard.

3 Ask one question

Find out what is behind it: a contract, a budget date, a bad experience, the wrong person.

4 Answer in two sentences

Answer what they just told you, not the objection in general. No speeches.

5 Ask for a small next step

A 15-minute call, a date, a name. Something they can say yes to on this call.

Two tries, then let go. Answer an objection twice. If it is still no, thank them and end the call. "Don't call me again" ends the call at once — no second try.

Fill in before you call: **[area]** what you sell, in their words · **[reason]** why you are calling this company now · **[name]** the person you want to reach · **[seats or volume]** how your price is counted.

THEY SAY

FIRST TRY

SECOND TRY

Timing Usually true, sometimes a polite exit. Find the real date.

1 "I'm busy."	Totally fair — I can be quick or call back. Is later today or tomorrow morning better?	Understood. Can I send a 15-minute invite for Thursday, so the next call isn't a surprise?
2 "Call me back in six months."	Happy to. What happens in six months — a contract ending, a new budget?	Got it. Would a short look now make that decision easier when the time comes?
3 "Not interested."	Fair enough. Is that because it's covered, or because the timing is wrong?	Understood. If 15 minutes next week showed you one thing to fix, would that be worth it?
4 "Is this a sales call?"	It is, and I'll keep it short: I'm calling because [reason] . Do you have two minutes?	Yes — and if it isn't relevant, I'll thank you and let you go. Can I ask one question first?

THEY SAY

FIRST TRY

SECOND TRY

Need They believe the problem is solved. Ask how well.

5 “We’re all set.”	Good to hear. Who handles [area] for you today, and how is it going?	Makes sense. When you review it next, what would you want to be better?
6 “We already work with someone.”	Great — how long have you been with them?	If you could change one thing about how it works today, what would it be?
7 “We do it in-house.”	Nice — is that one person or a team?	What happens when that person is out — on vacation, sick, or swamped?
8 “We just changed this.”	Congratulations — how is it working so far?	Then it's a good moment to set a baseline. Would a quick outside look help in a month?
9 “Switching is too much hassle.”	I hear that often. What would make a change worth it for you?	No switch today — just 15 minutes to compare, so you know your options. Does next week work?

Trust They don't know you yet. Earn the next two minutes, not the deal.

10 “Send me an email.”	Sure. So I send what's actually relevant, can I ask two quick questions?	Will do. Let's also hold 15 minutes next week to go through it together — what day works?
11 “Just send me your pricing.”	Happy to. It depends on [seats or volume] — how many people would use it?	I'll send it today. Can we hold 10 minutes to check it fits your team?
12 “I don't share that information.”	Understood — nothing sensitive needed. In general terms, how do you handle [area] ?	Of course. Would it help to hear how other teams handle it, and decide from there?
13 “I get these calls all the time.”	I bet. What would make a call like this worth your time?	Fair. Then one question decides if we're worth a second call: how do you handle [area] today?

THEY SAY	FIRST TRY	SECOND TRY
Budget Money is often the second reason. Ask what the first one is.		
14 “We don't have the budget.”	Understood. Is that for this year, or for this kind of thing at all?	Then let's make sure it's on the list when budget opens. When does planning start?
15 “It's too expensive.”	Compared with what you do today, or with what you expected?	What would it need to save or bring in to be worth it?
16 “We're too small for this.”	How many people are on the team today?	That's exactly why I ask — is the team growing this year?

Authority Find the decision-maker without making your contact feel small.

17 “That's not my decision.”	Thanks for telling me. Who does decide — and would you be part of it?	Would a one-page summary help you pass it along?
18 “I need to talk to my team.”	Makes sense. What do you think they'll ask first?	Want to bring them to a 20-minute call so they can ask directly?

Gatekeeper The person answering the phone. Be clear, polite and specific.

19 “What's this regarding?”	I'm calling [name] about how the team handles [area]. Could you put me through?	Is there a better time to reach [name], or someone else who owns [area]?
20 “We don't take calls like this.”	Understood, and I respect that. Who is the right person for [area], so I can email them instead?	No problem. Is there a general email for [area] I can use?

“Don't call me again.” — Understood — I'll take you off our list now. Have a good day. No second try: end the call and mark the number do-not-call.

Put the script where the agent can see it

A script in a PDF is hard to use in the middle of a call. Ender Assist listens to the call and shows the matching answer on the agent's screen when the objection is heard — and we set it up with you, turning this script into flows.

enderturing.com/agent-assist