OBJECTION BANK

Built for Scale Lab, an $8K ecom-growth program sold on a 45-minute call. 25 objections, ranked by how often they come up, each with what it actually means, the words to say, what to do next, and the trap most closers fall into. This excerpt shows 10 of the 25 in full.

HOW TO USE THIS

Print it. Put it on the wall next to the monitor. New closers read it once before their first call and again after their tenth. The **Say this** lines are written to be said out loud, not read; if a line doesn't sound like you, change the words and keep the structure. Every objection ends with a call tag, because the objection you didn't beat on the call is the follow-up sequence that beats it over the next 14 days.

THE 25, RANKED BY FREQUENCY

Three objections make up roughly 80% of what a closer on this offer hears. Master the top three before memorizing the rest.

#	Objection	Category	Share of calls (est.)	In this excerpt
1	I need to think about it	Stall	~35%	Yes
2	I need to talk to my partner / spouse / cofounder	Authority	~20%	Yes
3	It's too expensive right now	Money	~15%	Yes
4	I've tried something like this before and it didn't work	Trust	~8%	Yes
5	Can you send me some information first?	Stall	~5%	Yes
6	How do I know this will work for my store specifically?	Trust	~4%	Yes
7	I don't have the time to implement this	Timing	~3%	Yes
8	I'm going to try doing it myself first	Competition	~3%	Yes
9	Do you offer a payment plan / discount?	Money	~2%	Yes
10	I'm not sure the timing is right, maybe next quarter	Timing	~2%	Yes
11-25	Fifteen more: refund questions, competitor comparisons, "my agency already does this," results guarantees, contract length, who's on the team, and the long tail	Mixed	~3% combined	Full bank

THE OBJECTIONS

STALL | OBJECTION 1 OF 25

“I need to think about it”

What it usually means: They've decided, usually no, and they're being polite. Underneath it is one of four things: they don't trust it works for them specifically, the price scared them and they don't want to say so, someone else decides, or they're not in enough pain yet. You can't answer "think about it." You can answer the real one.

Say this:

> *Totally fair, and I'd never want you to decide on the spot if something's unclear. Can I ask one honest question so I know what to send you? When you say think about it, is it the price, whether this works for your store, or that someone else needs to weigh in?*

Then: Silence. Let them pick one. Whichever they pick, answer that objection (3, 6, or 2 in this bank) and re-ask for the decision.

The trap to avoid: Accepting "think about it" at face value and offering to "follow up next week." That's not a follow-up, it's a goodbye. Get the real objection on the call or the deal is already gone.

If it still doesn't close, tag the call: THINK (fires the 14-day think track: day 0 recap in their words, day 2 proof, day 5 answer to the real objection, day 9 real deadline, day 14 close the loop)

AUTHORITY | OBJECTION 2 OF 25

“I need to talk to my partner”

What it usually means: Sometimes true, often a softer version of objection 1. Either way, the partner wasn't on the call, so they'll hear a 20-second summary from someone who's 60% sold. Your job is to arm the person in front of you.

Say this:

> *Of course. If I were your partner, the first thing I'd ask is 'what does this actually change in the next 90 days?' So let's make sure you can answer that in one sentence. Based on what you told me, it's [their words from discovery]. Does that land for you? And would it help if I put that in a two-line email you can forward tonight?*

Then: Send the two-line email within the hour, with their own words from discovery in it. Book a specific time to reconnect before you hang up, with both partners if possible.

The trap to avoid: Asking "when can we get them on a call?" as the first move. It signals you don't trust the prospect to sell it. Arm them first, offer the joint call second.

If it still doesn't close, tag the call: PARTNER (fires the partner track: day 0 forwardable recap, day 2 'did you two get a chance to talk,' day 5 answer to the objection the partner likely raised, day 9 deadline, day 14 close the loop)

MONEY | OBJECTION 3 OF 25

“It's too expensive right now”

What it usually means: Two different objections wearing one sentence. "Too expensive" means they don't see $8K of value yet. "Right now" means cash flow. Find out which before you respond, because the answers are opposites.

Say this:

I hear you. Quick one so I don't give you the wrong answer: is it that eight thousand feels like too much for what this is, or that the cash is tight this month specifically?

Then: If value: go back to their number from discovery. "You said you're doing about $40K a month and the goal was $100K. If this gets you a third of the way there, what's that worth over a year?" If cash flow: offer the payment plan (objection 9), not a discount.

The trap to avoid: Discounting. The moment you cut price without changing scope, you've told them the price was never real. Payment terms, yes. Discounts, never, unless there's a real founding-client reason stated up front.

If it still doesn't close, tag the call: MONEY (fires the money track: day 0 recap with ROI math in their numbers, day 3 payment plan option, day 7 case for starting now, day 14 close the loop)

TRUST | OBJECTION 4 OF 25

“I've tried something like this before and it didn't work”

What it usually means: The most honest objection on the list, and the easiest to lose by getting defensive. They got burned. They're telling you they want this to work and they're scared. Agree with them.

Say this:

I'm glad you said that, because most people who've been burned don't bring it up and then quietly don't buy. What happened last time? Walk me through it. [Listen fully.] Here's the honest answer: [name the specific thing that was missing from the last one, and the specific thing in this program that addresses it]. If that's not different enough, I'd rather you not buy.

Then: Make the difference concrete and mechanical, not emotional. "They gave you videos; we give you a weekly call with your numbers in front of us" beats "we're different."

The trap to avoid: Trashing the previous provider. It makes you look like every other salesperson, and it insults their judgment for having chosen them. Respect the past decision, differentiate the mechanism.

If it still doesn't close, tag the call: TRUST (fires the proof track: day 0 recap, day 2 the most relevant proof you have, day 5 the 'what's different' written out, day 9 deadline, day 14 close the loop)

STALL | OBJECTION 5 OF 25

“Can you send me some information first?”

What it usually means: A polite exit 80% of the time. The information exists; they've seen the page; they booked the call. What they want is permission to leave without saying no.

Say this:

I can, and I will. But honestly, the deck won't tell you anything we didn't just cover, and I've never seen a deck close a deal. What's the one thing you'd want the information to answer? Let me answer it right now while I've got you.

Then: Answer the real question on the call. If they still want the doc, send a one-page recap in their words, not a generic deck, and book the next step before hanging up.

The trap to avoid: Sending the deck and waiting. Nobody reads it. You've traded a live conversation for an unopened attachment.

If it still doesn't close, tag the call: THINK (same track as objection 1; the 'info' request is a think-about-it in disguise)

TRUST | OBJECTION 6 OF 25

“How do I know this will work for my store specifically?”

What it usually means: A real, good question, and it means they're close. They believe it works in general. They don't believe it works for them. The answer has to be about them, not about you.

Say this:

Fair question, and the honest answer is you don't know yet, and neither do I with certainty. What I do know is the stores this works best for have three things in common: [three specific criteria from discovery]. You've got [two or three of them], which is why I'm not worried. The one I'd watch is [the gap], and here's how we handle that in the first 30 days: [specific mechanism].

Then: Name a gap. Naming a real risk is the most credible thing a closer can do, and it makes everything else you said believable.

The trap to avoid: Saying "it works for everyone." Nothing works for everyone and they know it. Specificity is the whole answer here.

If it still doesn't close, tag the call: TRUST (proof track)

TIMING | OBJECTION 7 OF 25

“I don't have the time to implement this”

What it usually means: Usually true, and usually the reason they need it. The person with no time is the person whose business runs on them. Agree, then reframe the program as the thing that gives time back.

Say this:

That's exactly why most people in your spot end up here. Let me ask it differently: how many hours a week are you spending on [the thing the program handles] right now? [Listen.] So the program takes [X] hours in week one and gives back [Y] every week after. If I'm wrong about that math, don't buy. If I'm right, time is the reason to start.

Then: Get the hours number from them. Put it in the recap. The follow-up sequence leads with it.

The trap to avoid: Minimizing the time commitment. If you say "it only takes an hour a week" and it takes five, you've bought a refund. Be accurate, then make the trade explicit.

If it still doesn't close, tag the call: TIMING (fires the timing track: day 0 recap with the hours math, day 7 check-in, day 21 nudge, day 45 'how's it going without it,' day 60 last touch)

COMPETITION | OBJECTION 8 OF 25

“I'm going to try doing it myself first”

What it usually means: The DIY objection. Respect it; most founders got where they are by doing things themselves. Then make the cost of DIY visible without insulting them.

Say this:

Honestly, you probably could. You built this store. The question isn't whether you can, it's whether it's the best use of the next 90 days. What's it worth to you to have [the outcome] in March instead of September? Because that's usually the real difference: not whether it gets done, but when.

Then: Put a number on the delay. "Six months at your current $40K is $240K of revenue at the old rate instead of the new one." Let them do the math.

The trap to avoid: Arguing they can't do it. They'll prove you wrong out of spite and never come back.

If it still doesn't close, tag the call: TIMING (timing track; DIY prospects come back when they stall, usually around day 45)

MONEY | OBJECTION 9 OF 25

“Do you offer a payment plan or a discount?”

What it usually means: Two questions. Payment plan is a yes, say it fast. Discount is a no, say it kindly.

Say this:

Payment plan, yes: [state the plan exactly, e.g. three payments of $2,900]. Discount, no, and I'll tell you why. The price is the price for everyone, including the people who signed last month. If I cut it for you, I'd have lied to them. What I can do is make the payments work. Does the plan solve it?

Then: Move straight to the plan mechanics and the close. Don't dwell on the no.

The trap to avoid: Treating the payment plan like a concession. It isn't. It's a product. Offer it with the same confidence as the full price.

If it still doesn't close, tag the call: MONEY (money track)

TIMING | OBJECTION 10 OF 25

“I'm not sure the timing is right, maybe next quarter”

What it usually means: Sometimes real (a launch, a move, a hire). Usually the softest no on the list. The test: ask what changes next quarter.

Say this:

Makes sense. What specifically is different next quarter? [Listen.] If the answer's a real event, great, let's put a date on it. If it's more of a feeling, I'd gently push back, because 'next quarter' is where most good decisions go to die. What would need to be true for now to be the right time?

Then: If real: book the specific future date on the call and tag TIMING. If a feeling: treat it as objection 1 and find the real one.

The trap to avoid: Agreeing to 'next quarter' without a date. A deferred deal with no date is a dead deal with extra steps.

If it still doesn't close, tag the call: TIMING (timing track, with the specific date they gave you in the day-0 recap)

WHAT THE FULL BANK INCLUDES

- All 25 objections in this format, ranked by frequency for *your* offer, not a generic list.

- Built from your actual call recordings where you have them, so the “Say this” lines sound like your best closer, not a script.
- The six outcome tags (CLOSED, THINK, PARTNER, MONEY, TIMING, TRUST, NO-SHOW) mapped to the follow-up tracks, so every objection that survives the call is handled over the next 14 days automatically.
- A one-page wall version with the top 10, and the full document for onboarding.
- Delivered in 48 hours. $497. One async revision round included.

THE HONEST NOTE

An objection bank makes closers better on the call. It does not fix what happens after the call. If your post-call follow-up still lives in someone's head, the Follow-Up Engine install ($1,500 founding) is where the money is, and the bank is included in the Complete Sales System ($3,500 founding). Start wherever the leak hurts most.

Closer Arsenal builds and installs sales infrastructure for high-ticket offers. No calls, no PDFs you'll never open. Order at closerarsenal.com or reply to the DM that sent you this.