

Agent Della's Objection Handling Guide

25 objections your reps hear on cold calls, and exactly what to say back. Answers written by Della, the AI sales coach from Della AI. Say the line, then hand the conversation back with a question. Every answer ends the same way: with them talking.

Brush-offs

01

"Just send me an email."

Happy to. So I send the right thing, what's the one thing you'd want it to cover?

02

"I'm not interested."

Fair enough. Before I go, is it the timing, or is this just not something you deal with?

03

"We already have someone for that."

Makes sense, and I'm not calling to replace them. If you could change one thing about how it works today, what would it be?

04

"I'm busy right now."

Totally get it. Give me 30 seconds on why I called, and you tell me if it's worth a real conversation. Fair?

05

"How did you get my number?"

Your company's listed publicly, and you looked like a fit for what we do. Can I tell you why in one sentence?

06

"We don't have the budget."

Understood. Setting price aside for a second, is this a problem worth solving this year?

07

"It's too expensive."

Compared to what you're doing now? Let's look at what the problem is costing you first. Can I ask two quick questions?

08

"Call me back in a few months."

Will do. What changes in a few months? If something's coming up, a quick look now means you're ready when it hits.

Stalls

They're not saying no. They're saying "not yet." Find out what's really in the way.

09

"I need to talk to my partner."

Makes sense. What do you think they'll ask? Let's get you those answers now, or set a quick call with both of you.

10

"Send me some information."

I can. Most info sheets don't answer the real question, though. What would you need to see to know it's worth a call?

11

"We're happy with what we have."

Glad it's working. What would have to be true for you to look at something else?

12

"Now isn't a good time."

No problem. When is? Let's put it on the calendar so I'm not guessing.

13

"We tried something like this and it didn't work."

What went wrong? I'd rather know now than repeat it. What would it have taken to work?

14

"I don't make that decision."

Thanks for telling me. Who does, and would you be open to helping me get to them?

15

"Let me think about it."

Of course. Which part do you want to think through? Maybe I can answer it right now.

16

"We're locked into a contract."

When does it end? Most teams start looking a couple of months out. Want to compare notes before you're up for renewal?

17

"Just give me your price."

Happy to. It depends on a couple of things, so I don't quote you wrong. How big is the team that would use it?

Trust & fit

Skepticism is a good sign. They're picturing it. Answer straight and ask the next question.

18

"I've never heard of you."

Fair, we're newer. That's why I'd rather show you than tell you.
Do you have 15 minutes this week?

19

"We're too small for this."

A lot of our best fits are small teams. How many people
handle this today?

20

"We handle it in-house."

Makes sense. How's the bandwidth? Most in-house teams I
talk to are stretched thin.

21

"I don't trust salespeople."

That's fair. I'll be straight with you: if it's not a fit, I'll say so.
What would make this worth your time?

22

"What makes you different?"

Good question. What's the biggest frustration with what you
use now? I'll tell you honestly if we're better at that.

23

"I've been burned before."

I hear that a lot. What happened? I'd rather earn your trust
with a small first step than ask for a big commitment.

24

"It's not a priority right now."

Understood. What is the priority? If this doesn't connect to it,
I'll leave you alone.

25

"Can you call me later?"

Sure. What time works, so I'm not interrupting you again?

MEET DELLA

Want these on your reps' screens the moment they hear them?

Della listens to your live calls and puts the right answer in front of your rep the second an objection comes up. Then she trains your team on the ones they hear most.