

Preventing Objections

1. Looking for More Information
2. Challenge Recommendation
3. Question Effectiveness/Outcomes
4. Other Signal of Hesitation

Objection:

"We haven't budgeted for [...your brand...] this year."

Acknowledge:

"So, you've finalized your media and marketing plan and it includes [list the media chosen]and you did not allocate budget for our media opportunities."

Reframe with Different Perspective:

"I understand that marketing objectives and media plans change. I'd like to get your insights on what changed, understand your priorities and what opportunities you have found that align with your campaign objectives."

Opportunities to Discuss:

"Based on what I've heard, I think we need to review why we are important to achieving your goals, specifically how you can reach and convert new customers."

What if...

"We worked on a proposal that shows you how we align with your goals, and what it will take to achieve your outcomes?"