

Cold Call Objections

Objection	What It Really Means	Full Overcome Script
We already have a website we are happy with	They don't think they need anything new and assume you're trying to replace their current site.	"Totally understandable — we actually have a really cool system that connects to your current website and automates your lead generation while helping you rank higher on Google. Since you're happy with your current site, we can simply improve it and plug our system into it. Would you be available later today or tomorrow to check it out?"
The owner or decision maker isn't available	You're speaking to someone who can't say yes, but can say no.	"No worries! Is there a better number to catch them at, or could you book me in for a time to chat with them?"
Sorry, we don't have time to talk right now	They're busy or trying to brush you off to avoid a conversation.	"No worries, I've gotta run in a few minutes as well. (Stay paced in your speaking — don't speed up.) Continue with normal script: 'The reason I'm calling...'"
We can't afford a new website right now	They assume it's a large expense rather than an ROI-driven asset.	"Totally understandable — we don't want to create another useless expense for you. Instead, we provide an asset that helps you get more clients organically, making y'all a lot more money than we would ever charge you."
Can you send me more info?	They're not convinced yet and want an easy way out.	"For sure! What type of info are you looking for exactly? (Wait for reply.) Gotcha. Our projects are actually custom-built to your business so it's hard to send exact info. What we <i>can</i> do is set up a quick 20-minute Zoom call and I'll show you better info and give you specifics. Would later today or tomorrow work better for you?"

Sales Call Objections

Objection	What It Really Means	Full Overcome Script
“I need to think about it.”	They’re unsure, not fully convinced, or scared of making the wrong decision.	“Totally fair — most clients said the same before coming onboard. Just so I respect your time, what part specifically do you need to think more about? Is it the setup cost, the monthly, the timeline, or something else? ... Got it. Here’s the thing — waiting doesn’t make the website or leads improve. Starting today gets you live in about 2 weeks, and the monthly doesn’t start for 30 days. If you’re serious about growing, this is the fastest step to get you there.”
“The price is too high.”	They don’t see the ROI yet or are comparing it to a basic website.	“I hear you. Let me put it in perspective — what’s your average job worth? (pause) So even 1–2 extra jobs per month covers the entire site. And our clients typically get more than that from better SEO and automated follow-up. You’re not paying for a website — you’re paying for more booked jobs, more time back, and a better presence than your competitors.”
“I need to talk to my spouse/partner.”	They want validation or aren’t confident enough yet to decide alone.	“Totally understand. What do you think they’ll want to know before making the decision? Let’s go through those so your conversation with them is easy. If it were just up to you, would you move forward today? (If yes) Perfect — let’s lock in the setup so we can start the build. If your partner has concerns, we can address those before the monthly even begins in 30 days.”
“Can you send me some info?”	They aren’t convinced yet and want an easy way out.	“For sure — I can send info. Just so I send the right thing, what specifically do you want more info on? (pause) Got it. Since the setup takes about 2 weeks, how about we secure your build slot today? The monthly won’t start for 30 days, so there’s zero pressure — and we can make sure you’re live ASAP.”

“Maybe in a few months.”

Avoiding commitment, unsure about money, or doesn't see urgency.

“I get that — seasonality hits every home-service business. But your website and ranking take time to gain momentum. If we start in a few months, your results get pushed back a few months. If you want more customers when busy season hits, starting the build now puts you ahead of everyone who waits.”

“I'm not very techy.”

Fear the system will be complicated or they won't know how to use it.

“That's exactly why we built it the way we did — everything runs through one simple app on your phone. We set everything up for you, handle automations, and make any edits you need each month. You don't need to touch anything technical. All you'll do is respond to leads and book jobs — the system handles the rest automatically.”

“What if it doesn't work?”

They've been burned by agencies before and fear repeating it.

“Totally fair — a lot of clients came to us after paying for pretty websites that never got them customers. Ours are built for lead generation: SEO for ranking, chat widget + forms for capturing leads, and automated follow-up to turn leads into booked jobs. You'll see all activity in the app in real time so you'll always know it's working.”