

Objection Handling

Starter Customer Platform Objection Handling Guide

As an affiliate partner promoting HubSpot's Starter Customer Platform, one of the most effective ways to drive conversions is to proactively address common concerns within your content – before they become objections in your audience's mind. This guide shows you how to weave objection handling naturally into your HubSpot content.

Why Proactive Objection Handling Works

Addressing concerns early in the customer journey leads to higher conversion rates and shorter sales cycles. When you anticipate and resolve objections within your content, you:

- Build credibility by acknowledging legitimate concerns
- Demonstrate deep understanding of your audience's challenges
- Remove friction from the decision-making process
- Position yourself as a trusted advisor rather than just a promoter



Price Objections

"It's too expensive."

Weave in value comparisons instead of simply stating pricing:

"At \$15-20 per seat per month, HubSpot Starter typically costs less than the coffee budget for most small businesses—while replacing 3-5 separate tools that would otherwise cost \$50-100 monthly combined."

Highlight hidden costs of alternatives:

"Some business owners initially hesitate at HubSpot's pricing—until they calculate what they're already spending. Between their email marketing tool (\$29/month), scheduling app (\$15/month), CRM (\$25/month), and the 10+ hours weekly spent jumping between these disconnected systems (easily \$500+ in time value), most are actually saving money within the first month of switching to HubSpot's all-in-one platform."

→ [Relevant Case Study](#)

"The HubSpot Starter Customer Platform is cost-effective because purchasing these tools individually was expensive...It's allowed me to decrease customer acquisition costs by saving time." – LJ Finney, Founder of IN-18

Reframe as investment, not expense:

"What would growing your close rate by 30% mean for your business? That's what customers with businesses like yours experienced after implementing HubSpot Starter. With just one additional sale per month, the platform more than pays for itself—everything beyond that is pure profit."

→ [Relevant Case Study](#)

"The amount of value that I get for what I'm paying for Starter is significant. With the time savings and efficiency it brings, I've introduced new revenue streams and increased revenue 25% in a year." – Lesley Batson, Founder and Chief Wealth Strategist at Rebel Rock Wealth

"We're just not ready for that kind of investment."

Compare Starter vs. Free:

"The Free tier is great for getting started, but most businesses quickly hit limitations that cost them opportunities. Starter removes those limitations while still offering predictable pricing that grows with you. Most importantly, you'll get:

- Removal of HubSpot branding from your customer-facing materials
 - Expanded email marketing capabilities and higher sending limits
 - Advanced sales tools like e-signatures and multiple pipelines
 - Simple automation that eliminates repetitive tasks
- These enhancements typically deliver 3-5x the value of the Free version for growing businesses."

Suggest the risk-free trial:

"HubSpot offers a 14-day free trial with no credit card required, so you can validate the value before committing anything. Many businesses find they recoup the investment within the first month."

Focus on the monthly option:

"With the monthly payment option at \$20/seat with no annual commitment, you can start small and cancel any time if it's not delivering value. This flexibility removes the financial risk."



Implementation Objections

"We don't have time to learn a new system."

Demonstrate how easy the setup process is:

"Today, I'm going to show you how to set up your entire sales pipeline in HubSpot in less than 15 minutes—even if you've never used a CRM before. You'll be surprised how much you can accomplish during your lunch break."

Provide reassurance with the idea of a gradual transition:

"I get it—the thought of migrating to a new system sounds like a massive time investment. That's why HubSpot designed Starter specifically for busy founders. You don't need to implement everything at once. Many customers start with one core use case, see immediate value, and then expand their usage over time. The platform grows with you at your pace, not the other way around."

Build confidence by sharing support resources:

"HubSpot provides step-by-step guides for common migrations, and support is available 24/7 via chat and email if you need help. You can use HubSpot Academy which has free, bite-sized video tutorials that make learning quick and painless. Plus, as a Starter customer, you'll have access to the exclusive Founder Community where you can learn from peers."

→ [Relevant Case Study](#)

The Lean Discovery Group team implemented HubSpot Starter in just two weeks. "We handled it right out of the box," says Ethan. "I don't think we spoke to HubSpot support at all." – Ethan Halfhide, CEO of Lean Discovery Group

"Does it integrate with our other tools?"

Showcase the extensive marketplace:

"HubSpot has over [1,700+ integrations](#) in its marketplace, including popular tools like [mention relevant examples to your audience]. This ensures your data flows seamlessly between systems."

Highlight custom connection options:

"Beyond the many integrations, HubSpot offers robust API access that allows for custom connections with virtually any other system if needed."

Emphasize tool consolidation benefits:

"Many customers find they can actually eliminate several tools entirely once they implement HubSpot, simplifying their tech stack rather than adding to it."

"Will it scale as we grow?"

Map out the growth path:

"Future-proof your business with HubSpot's clear upgrade path from Starter through Professional and Enterprise tiers, enabling you to add capabilities exactly when you need them without migrating platforms."

Demonstrate seat-based flexibility:

"Add team members easily with HubSpot's seat-based pricing model, allowing your platform to grow organically alongside your business without complicated restructuring."

Illustrate capacity headroom:

"Handle increasing contact volumes, higher email sends, and more complex automation as you scale, with generous limits that accommodate growing businesses."

Competitor Objections

"We already use [competitor]..."

Focus on integration and unification benefits:

"The breakthrough moment for most businesses isn't adding another feature—it's connecting their existing data. That's what sets HubSpot apart. When your marketing, sales, and service data lives in one place, you suddenly see patterns and opportunities that were previously invisible."

→ [Leverage Software Comparison Library](#)

- [HubSpot vs Monday.com](#)
- [HubSpot vs Pipedrive](#)
- [HubSpot vs Zoho](#)

Share "switching stories" from respected sources - or your own personal experience:

"[Business] used [Competitor] for [#] years and it served its purpose, but as the business grew, the constant switching between tools was eating hours of their week. Moving to HubSpot Starter was the best move they could've made for its team and customers.

→ [Relevant Case Study](#)

Kuntze Instruments' USA sales, marketing and service teams were fragmented across two separate platforms: Zendesk for customer support and Pipedrive for deal management. "No one wants to be told you have to go here to do this and then go over there to do that. We hesitated to hire new people because we knew getting people up to speed was going to be a challenge. It was messy, and we didn't want to throw someone new into the middle of it. For a small company like us, it really makes sense to have everything on the HubSpot CRM Platform." – Hannah Blinn, Project Manager at Kuntze Instruments USA

"We're considering [competitor] because it's less expensive."

Reveal the real cost picture:

"While the initial price of [Competitor] might be lower, that comparison doesn't account for the total cost of doing business. Most growing companies like yours end up needing 3-5 additional tools to achieve what comes standard with HubSpot Starter's all-in-one platform. Beyond these direct subscription costs, there's the substantial hidden expense of maintaining disconnected systems: the time spent transferring data between platforms, the opportunities lost when customer information falls through the cracks, and the inevitable compatibility issues that arise. As businesses grow, they frequently hit functional limitations with basic tools, requiring either costly upgrades or complicated workarounds. When you factor in both the obvious costs and these less visible expenses, HubSpot's unified platform consistently delivers better overall value despite the initial price difference."



Channel-Specific Implementation Tips

Content Types	Tips
Blog posts	• Include a FAQ section addressing common concerns • Use customer success stories that mirror reader objections • Create comparison charts that highlight total value, not just features
Videos	• Address objections conversationally ("You might be wondering...") • Show real examples of quick setup and implementation • Include screen recordings of time-saving features in action
Email campaigns	• Dedicate specific emails in your sequence to addressing major objections • Use subject lines that directly tackle concerns (e.g., "HubSpot for small teams? Here's why it works") • Include testimonials from similar businesses who overcame the same objections
Social media	• Share quick before/after metrics that prove ROI • Post day-in-the-life content showing time saved • Create carousel posts with myth vs. reality themes
