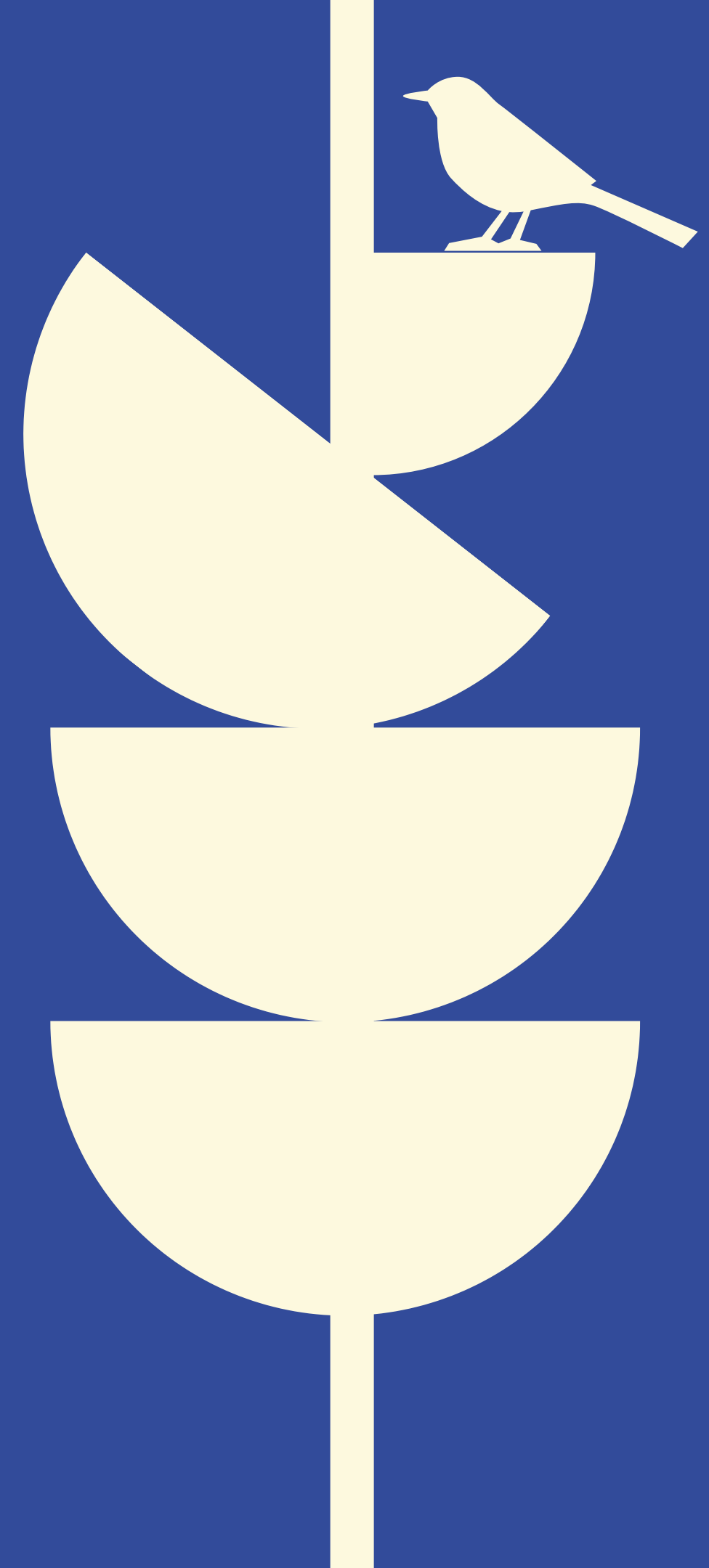


Top Sales Objections, Creative Responses and Sales Scenarios



Content

1. Budget
2. Timing
3. Prior Bad Experience
4. Print vs. Digital
5. Internal Challenges
6. Event Participation
7. Lead Generation
8. Perceived Lack of Value
9. Return on Investment
10. Customer Delays
11. Sales Lead Scenario's - What Would You Do?



Budget



Objection “We do not have the budget for this currently”

Response Options

01 I completely understand. Budget constraints are a common concern for many businesses.

While I understand budget limitations, it's important to consider the long-term value and ROI of our solution. By implementing it, you could see a significant improvement in engagement with decisions makers and influencers, which often leads to cost savings and increased revenue that can far outweigh the initial investment.



02 I completely understand. Budget constraints are a common concern for many businesses.

Let's identify the most critical pain points our solution addresses. By focusing on these, we can ensure that you receive the most value for your investment, even if we need to scale the solution to fit your current budget.

03 What would it take to get on your budget?

04 What are the current initiatives taking up your budget allocations?

05 What percentage of total global revenue is represented by North America? Latin America?

Objection

“Your solution is too expensive for us”

Response Options

- 01** I appreciate your honesty. Could you help me understand which aspects of our solution you feel are not matching up with the cost?
- 02** Here's a great example of another company in your space that did very well with a significant investment in paid media (show results).
- 03** I appreciate your feedback. Do you mind if I ask, to what are you comparing us?



Timing



Objection

“We are prioritizing other projects right now”

Response



01 I completely understand. Prioritizing projects is crucial for any business.

While I respect that you have other priorities, our solution can provide significant long-term benefits that might actually support your current projects.

02 Oh, that is great to hear. What are you working on this year? (This will take you on a very good conversation that will open up the client initiatives and enable you to find opportunities to introduce reasons they should be working with us.)

Objection

“We would be interested in this next year”

Response

I appreciate your forward planning. It's great to hear you're interested.

While planning for next year is wise, there are immediate benefits you could be missing out on. Implementing our solution now can help you learn new things or gain insights, which might positively impact your current projects and set you up for an even better start next year. We can also start with a smaller, more manageable implementation this year, and expand it next year according to your plans. This way, you begin seeing the benefits without a significant upfront commitment.



Prior Bad Experience



Objection

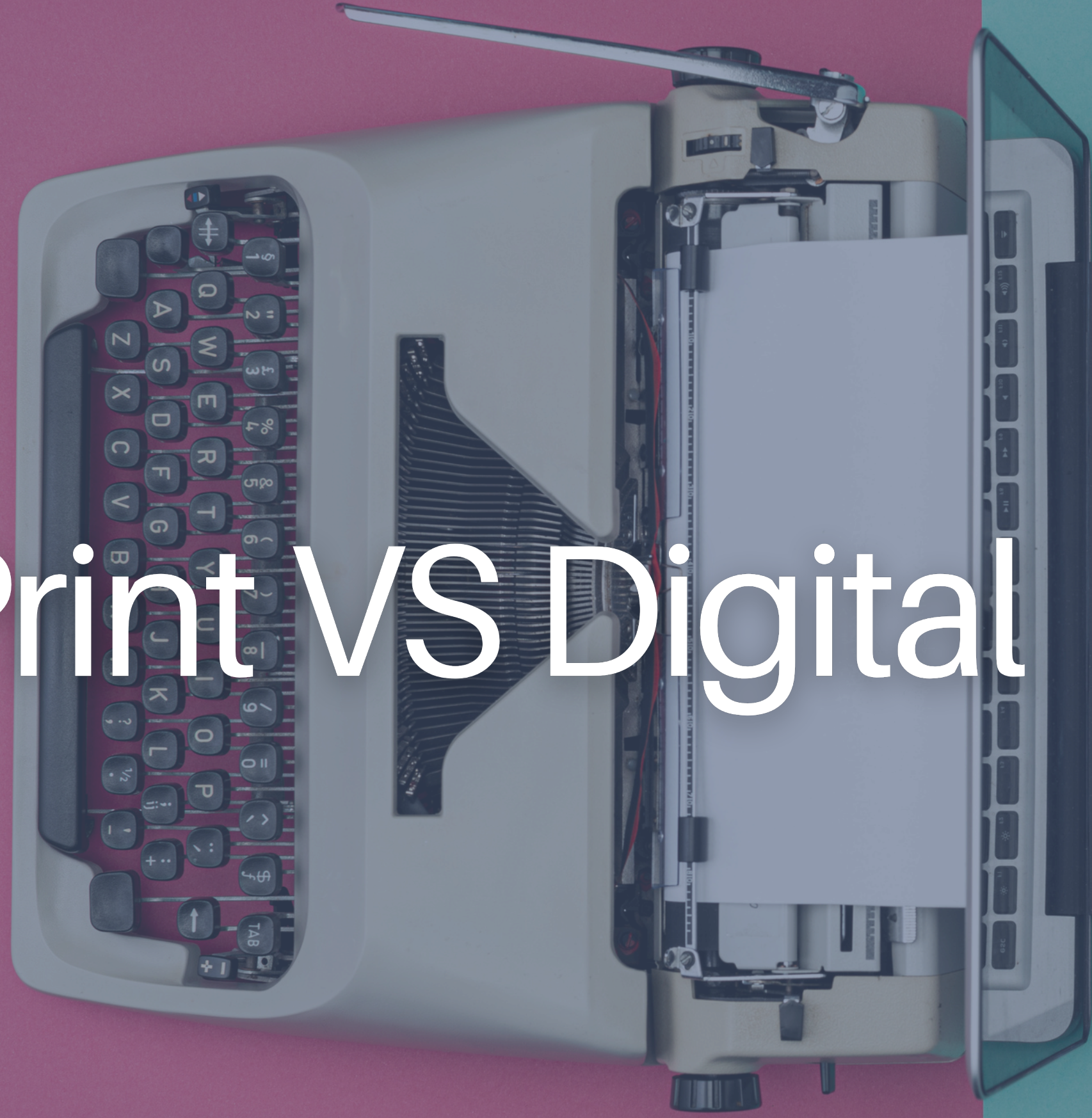
“We had a bad experience before and just aren’t comfortable with this”

Response Options



- 01** I’m really sorry to hear about your past experience. I completely understand why you’d be cautious. Was there a specific aspect of the previous experience that was particularly challenging or disappointing? Knowing the details will help me address your concerns directly and demonstrate how we can provide a better experience.
- 02** I completely understand why you’d be cautious but allow me to point out some key differences between our solution and what you’ve experienced before. For instance, [bring up a success story of another customer that had great results with you but not with another].
- 03** Really, what happened? (Once you’ve provided the client the opportunity to air their frustrations, you can show them other campaigns and the success stories in the history tab. This can give them a feeling to reconsider.)

Print vs Digital



Objection

“We don’t believe in print anymore and just want to focus on digital”

Response Options

01 I understand that digital advertising is incredibly powerful and has become a major focus for many businesses.

While digital advertising is essential, an integrated approach that includes both print and digital can often yield better results because print can drive online traffic, enhance brand credibility, and reach audiences that might be missed digitally. In fact, studies have shown that print advertising can complement digital efforts effectively.

02 Print is part of a very powerful multi-channel media strategy.

03 Print is one of the strongest channels in our portfolio (show some stats that demonstrate the strength of print.)

04 Rather than seeing it as print vs. digital, we can design a strategy where print advertising complements your digital efforts. For example, using print ads to drive traffic to your website or social media can create a cohesive and compelling campaign.

We use advanced tracking methods to measure the ROI of our print campaigns. By integrating unique URLs, QR codes, or promo codes, you can directly track the effectiveness of print in driving digital engagement.



Internal Challenges



Objection

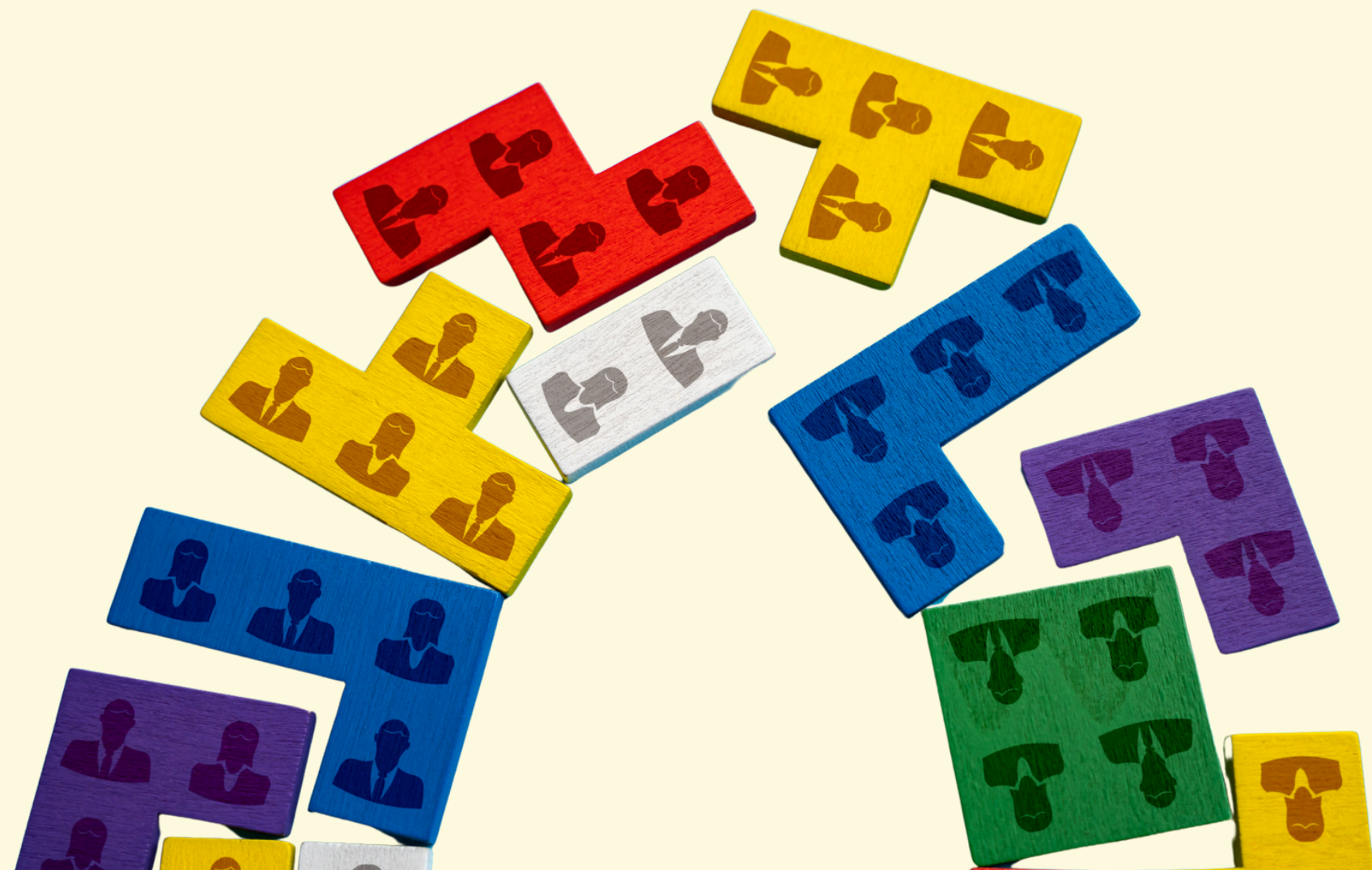
“We are undergoing some internal changes at the moment, so we can’t move forward at this time. Can you call us back in 3 months?”

Response Options

01 I completely understand. Internal changes can be a challenging time for any organization. Can you share a bit more about the nature of these changes and how they might impact your decision-making process?

We can be very flexible in terms of timing and implementation. Would it be helpful to discuss a timeline that aligns with your internal changes, so we’re ready to move forward when you are?

02 Implementing our solution now can actually aid in the transition by keeping market continuity. For example, keeping the market engaged can help with brand awareness and being seen as a thought leader, which might be particularly beneficial during this period of change.

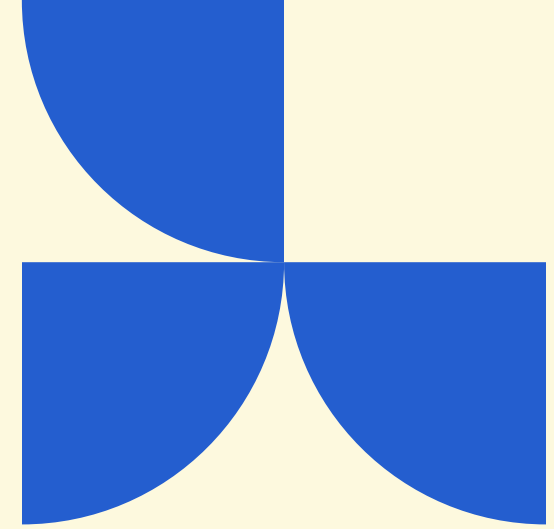


Event Participation



Objection

**“We already do too many events.
Can’t add another.”**



Response Options

01 I understand how overwhelming it can be to manage multiple events. Participating in too many events can stretch your resources thin. Could you share more about the events you currently participate in and the goals you aim to achieve with them?

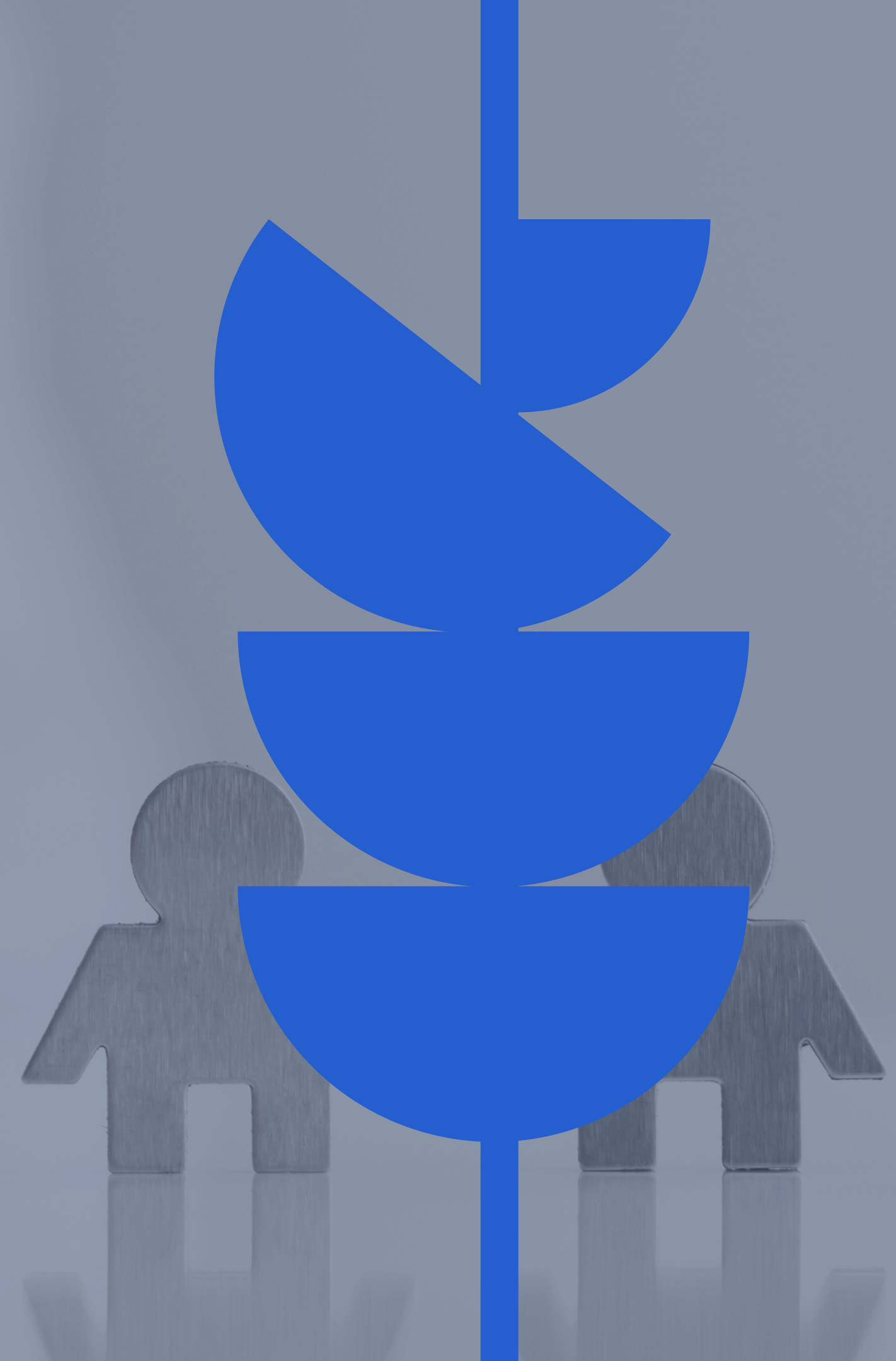
Our solution is designed to help you maximize your impact at the events that matter most. By focusing on quality over quantity, you can achieve better results without overextending your team, which of course is great for ROI.

02 I understand that participating in numerous events can be overwhelming, especially when trying to justify the return on investment. Can you share more about your specific goals and challenges related to these events? What if you could attend an event where every interaction is highly relevant to your business?

Beyond just networking, our conference offers specialized sessions, workshops, and panels tailored to the specific needs and challenges of your industry. This high value content provides actionable insights and strategies that can directly impact your business.

Would you be open to discussing how you can leverage the vertical nature of our conference to achieve your specific business goals. We can work together to create a strategic plan that ensures you maximize your ROI and gain the most from your participation.

Lead Generation



Objection

“Our lead gen from the last product was disappointing and we are considering not using you again”

Response Options

Okay, thanks. We will miss you.



Educate yourself – look at the content. Decent headline? Was there a call-to-action How niche is the product? Did they incentivize people to click with something interesting? How did eblasts during that same time frame perform?

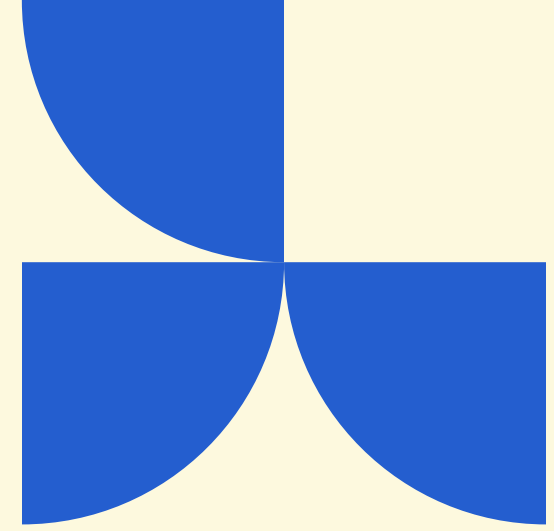
From there work on crafting the response. Any identified issues, I'll share suggestions on how to improve.

If no red flags, look through leads and highlight “good” contacts while also explaining that lead gen is a difficult space right now and leads are diminishing. Highlight as well that leads are not the only measure of success, that having a holistic approach to marketing (the Pillars: lead gen; branding/awareness, traffic driving, etc. is important.

Ask what their lead nurture program looks like and tell them it can take months. Pull out a lead gen white paper and show them how long it can take to nurture a product.

Objection

“Our lead gen from the last product was disappointing and we are considering not using you again”



Response Options Continued

Show them the difference between lead gen stats and LinkedIn/Facebook stats and suggest to them that they pivot to a SM campaign for a robust traffic-driving result which gives them the opportunity to convert on their website landing page.

Then suggest moving forward, that they always combine an email with social to get a strong “action” or overall engagement result.

(Always go into a negative response by thinking about ways to “sell up”. Flip the objection or frustration with a solution that causes them to buy more. Not easy, but a good mindset shift for both of you).

OR

Every campaign provides valuable insights. Let’s review what we learned from the last one and discuss how we can adjust our strategy to better align with your goals. Was there something specific you felt was lacking or that could have been done differently?

Could you share more about what aspects of the campaign fell short for you?

Perceived Lack of Value



Objection

“I just felt we did not get the expected value for the cost”

Response Option

Would it be helpful to schedule a follow-up meeting to discuss the necessary corrections? I'm confident that with the right adjustments, we can deliver the value you're looking for.

We will also provide ongoing support and regular check-ins throughout the campaign to ensure we are meeting your expectations and making necessary adjustments in real-time.



Objection

“We are happy doing things on our own right now, but thanks”

Response Option

I understand the value of autonomy in handling your business operations. It's great to hear that you're comfortable managing things internally.

While you're handling things internally, collaborating with us can provide access to an entirely new and larger audience. We bring decision makers and influencers that could amplify your capabilities, increase engagement to that audience and deliver even stronger results.



Return on Investment



Objection

“Without seeing a clear return on our investment, we can’t move forward”

Response Option

Absolutely, measuring ROI is crucial. Our advertising solutions are equipped with robust analytics tools that track performance metrics such as lead generation, website traffic, and customer engagement. This transparency ensures you can see the impact of your investment, which as discussed is very important to you.

Differentiating your brand through strategic advertising can help you stand out in a crowded market. Our tailored approach ensures your message reaches the right audience, maximizing your competitive advantage and generating great ROI.

(show the history tab in Leadworks).



Objection

“How does advertising with you compare to our own marketing channels in terms of ROI?”

Response Option



Great question, thank you for asking. Advertising with us offers distinct advantages such as targeted reach, brand visibility, and lead generation. We can provide comparative data and case studies to demonstrate how our campaigns complement and enhances your existing marketing efforts elsewhere.

Additionally, diversifying your marketing strategies by utilizing our brands can broaden your reach and attract new audiences that may not be reached through your current channels alone.

It's about leveraging multiple touchpoints to maximize your overall marketing impact.

Wouldn't you agree?

(Show some actual campaign “top performers” in Leadworks.)

Customer Delays



Objection

“Customer consistently delays or pushes past the agreed upon date to begin program”

Response Options

1. What is the main cause and are you aware of them?
 - a. Are there internal processes?
 - b. More decision makers?
 - c. Budget constraints?
 - d. Priority shifts
2. Have you highlighted the consequence of further delays?
3. Have you reinforced value and the ROI?
 - a. Share story of another customer, use testimonial
4. Reinforce lead gen average
5. How about reaffirming the original need and their goal?
6. Can you set up a meeting with key stakeholders to walk through the solution and how it addresses their challenge?



Objection

Decision Maker Wears Too Many Hats and Does Not Prioritize You

Response Option



I understand you have a lot on your plate and are managing a multitude of responsibilities. I appreciate the fact that we have this time together. Let's not waste it.

As we discussed our solution is easy to execute and once implemented can be removed from your plate. Remember why we discussed this in the 1st place (mention why here).

The solution is tailored to solve your challenge and ready to go, all we need is a sign off and I'll take it from here. You will have an immediate impact once started and I will be here for ongoing communication and support.

(The opportunity here is to take on some of the work by providing reports, analysis and content for use in presentations to higher ups. Goes a long way towards making them feel supported and a partner).

Sales Lead Scenarios - "What Would You Do?"



Scenarios

What would you do?



1

Hi There

I am working with a client to cost out some options for a sponsored article or newsletter feature with social amplification across your channels. The content would either be sustainability or productivity focused. Can you give me a rough idea of price points highlighting word count restrictions and cost for our team to develop content as opposed to your editorial team creating the article? Happy to jump on a call if that's easier.

2

Hello

We're interested in an ad space plus a content piece.

Please reach out to me directly to discuss further.

Thank you

Scenarios

What would you do?



Hi Team,

I am writing from eMoldino, a leading company in the supply chain space. We are keen on enhancing our brand presence and thought leadership within the supply chain and manufacturing sectors. We would like to understand:

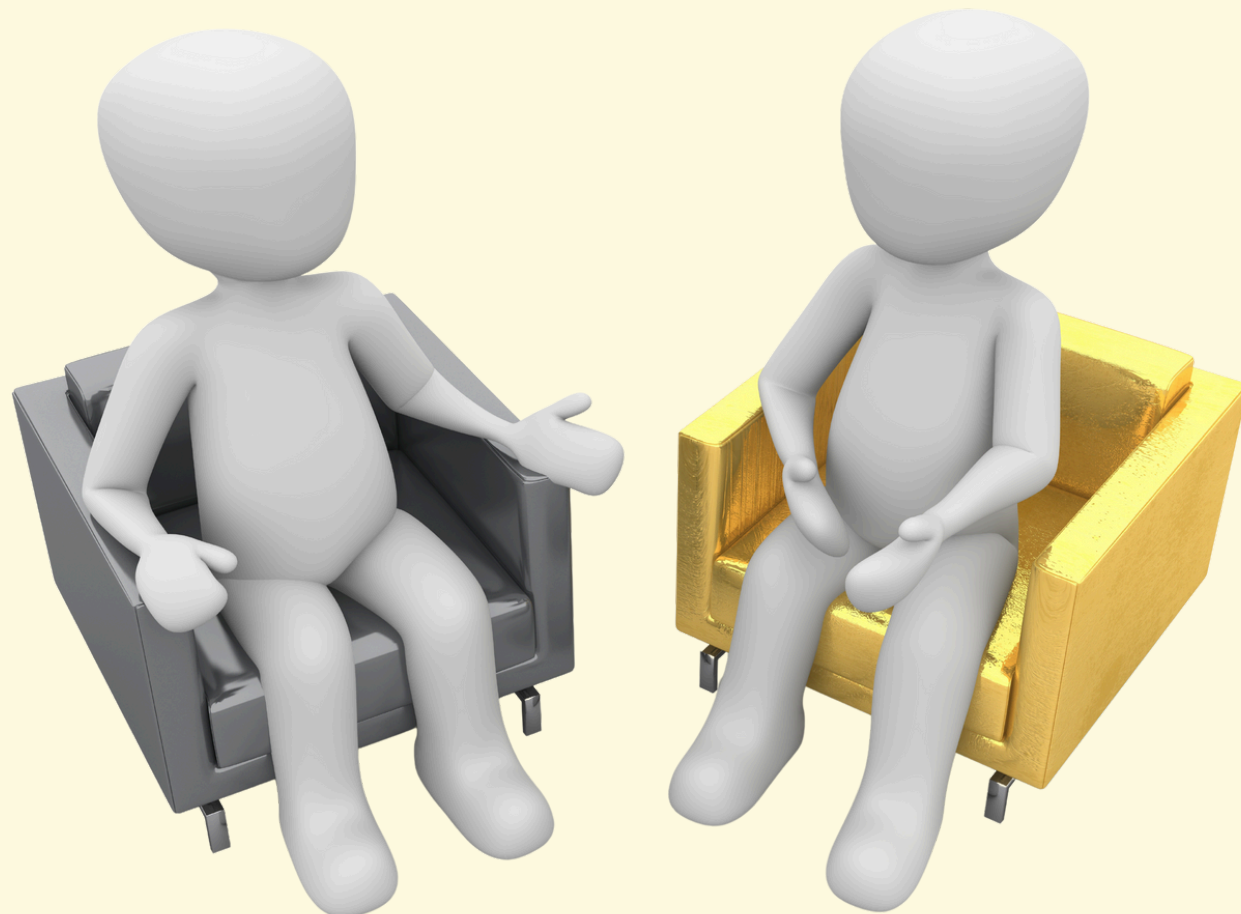
- Article publishing: We're seeking to publish articles on your platform, targeting professionals in the Americas and Europe within the automotive, consumer electronics, consumer packaged goods, and med tech sectors. Our content aims to engage supply chain managers, Manufacturing and procurement professionals, and C-suite executives with insightful and practical solutions. Could you provide details on article publication frequency, thematic guidelines, and any other requirements?
- Display Ads: Additionally, we would like to understand the options available for display advertising on your website. What are the formats, sizes, etc., and what are the associated costs?
- Original Content Creation: We are also interested in having original content written by your experts. This could include articles, white-papers, or any other content format that aligns with your publication's expertise and our communication goals. Could you please share more information on this service, including pricing in your reply.

Our goal is to collaborate with you to amplify our brand and contribute to the knowledge base of the industry. We are looking forward to understanding the possibilities of our partnership and the associated costs for planning purposes.

Scenarios

What would you do?

4



"Can You Send Me a Quote?"

Sales Rep

Yes, that isn't a problem. What is it you are hoping to see from the quote?

Prospect

Well, I'm just trying to see if we have the budget for your product.

Sales Rep

Ok, I understand. It might make sense before I send a quote if I understood a little bit more about your situation just to see if I can be of help in the 1st place. For example, what type of ???

After all of this and at the closing of the conversation, bring up sending them a quote again as follows:

Sales Rep

I will get to work on getting you that quote and let's assume you get it, and we meet your needs. What do you see as the next steps?

Thank You!

