

Objection Flashcards

50 real sales objections, and a genuine reframe for each

Print these, cut them out, and drill objection handling before your next call block — or just keep this PDF open during call prep. Each card has the objection as a prospect would actually say it, and a reframe you can adapt in your own words. Organized into six categories: Price, Timing, Authority, Need, Trust, and Competitor.

● Price

● Timing

● Authority

● Need

● Trust

● Competitor

PRICE

FRONT — WHAT THEY SAY

“Your price is too high.”

BACK — THE REFRAME

“Compared to what — solving it another way, or another vendor? If a competitor's cheaper, let's look at what's actually different, not just the number.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“We don't have budget for this right now.”

BACK — THE REFRAME

“Is that a hard budget freeze, or is it more that this wasn't sized into this cycle's plan yet? If the case is strong enough, would it be worth revisiting?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“That's more than we budgeted for.”

BACK — THE REFRAME

“What would a first step look like at a number that fits this quarter's budget? We can scope down and expand later.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“Can you give us a discount?”

BACK — THE REFRAME

“Before we touch price — is there a specific concern the number is standing in for? I'd rather solve that than just cut the price and leave it unresolved.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“We could build this ourselves for less.”

BACK — THE REFRAME

“You could. The real cost is usually the engineering time and the six months before it's reliable — what's that time worth against your other priorities right now?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“I need to see ROI before I can justify this.”

BACK — THE REFRAME

“Fair — what's this problem costing you today, in hours or missed revenue? Let's build the ROI case together using your own numbers, not a generic one.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“Your competitor is half the price.”

BACK — THE REFRAME

“They're a legitimate option. The difference comes down to [specific capability] — whether that matters depends on what you actually need this to do.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“We'd need a multi-year discount to make this work.”

BACK — THE REFRAME

“Let's talk about what a longer commitment would need to look like on both sides before we get to a number — value first, then the discount conversation.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

PRICE

FRONT — WHAT THEY SAY

“This feels expensive for what it does.”

BACK — THE REFRAME

“What outcome would make the price feel obviously worth it? Let's make sure we're both pricing the same thing before deciding it's too much.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“I need to think about it.”

BACK — THE REFRAME

“Of course — what specifically would you want to think through? If I can address it now, we save you a follow-up call.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“Can we revisit this next quarter?”

BACK — THE REFRAME

“What changes between now and then that makes next quarter better timing? If nothing does, we might just be delaying the same decision.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“This isn't a priority right now.”

BACK — THE REFRAME

“What is the top priority right now, and is there a way this connects to it? If it genuinely doesn't, I'd rather know that than keep following up.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“Just send me some information.”

BACK — THE REFRAME

“Happy to. What's the one question that information needs to answer for you, so I send the right thing instead of a generic deck?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“We're in the middle of another rollout right now.”

BACK — THE REFRAME

“Makes sense not to stack two changes. Would it help to lock in the plan now and start once the current rollout wraps?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“Let's touch base in a few months.”

BACK — THE REFRAME

“Happy to. What would need to be true in a few months for this to be a yes — so I can check back at the right moment, not just a random one?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“We just don't have the bandwidth to implement this right now.”

BACK — THE REFRAME

“What would bandwidth need to look like for this to be doable? If setup is the blocker, we can talk about how light a first phase can be.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TIMING

FRONT — WHAT THEY SAY

“Our fiscal year just started, budget's locked.”

BACK — THE REFRAME

“Understood. Is there a smaller pilot that could fit inside what's already approved, so we're ready to scale the moment budget opens up?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“I'd need to run this by my team.”

BACK — THE REFRAME

“Makes sense. What questions do you think they'll have, so we can get ahead of them now instead of guessing after?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“I'm not the final decision-maker here.”

BACK — THE REFRAME

“Good to know — who else should be part of this conversation? I'd rather include them early than have you carry the pitch alone.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“My manager would need to sign off on this.”

BACK — THE REFRAME

“Would it help if I joined a short call with your manager directly, so they can ask questions firsthand instead of secondhand?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“This would need to go through procurement.”

BACK — THE REFRAME

“Good — what does that process typically look like on your end, and is there anything we should start now to not lose time later?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“I like it, but I'm just one voice on this.”

BACK — THE REFRAME

“Who are the other voices, and what would each of them need to see to be convinced? Let's map that out together.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“Our legal team has to review anything like this.”

BACK — THE REFRAME

“That's normal — can we get our standard agreement in front of them now, in parallel, so it's not the last step holding things up?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“I can't approve this without our finance team.”

BACK — THE REFRAME

“Understood. What information does finance usually need to move quickly — cost breakdown, ROI case, anything specific I can prep?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

AUTHORITY

FRONT — WHAT THEY SAY

“This isn't really my department's call.”

BACK — THE REFRAME

“Who does it belong to, and would you be willing to make an introduction? A warm intro from you carries more weight than a cold one from me.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“I'm not sure we actually need this.”

BACK — THE REFRAME

“What would make it obvious that you did? Sometimes the need is there but hasn't been framed clearly yet — let's talk through the actual problem, not the product.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“We're managing fine without it.”

BACK — THE REFRAME

“‘Fine’ is worth defining — what does the current process cost in time or errors that nobody's putting a number on?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“This seems like a nice-to-have, not a must-have.”

BACK — THE REFRAME

“Fair distinction. What would need to change for it to move into must-have territory — and is that change coming?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“We already have a solution for that.”

BACK — THE REFRAME

“Good to know — what's working well about it, and what, if anything, would you change if you could?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“I don't see how this applies to our situation.”

BACK — THE REFRAME

“What's different about your situation that makes it feel like a poor fit? I'd rather adjust the pitch to your reality than keep pitching the generic version.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“This feels like a solution looking for a problem.”

BACK — THE REFRAME

“That's a fair challenge. Walk me through your actual day-to-day here — if nothing in it maps to what we solve, you're right to pass.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“Our current process works well enough.”

BACK — THE REFRAME

“‘Well enough’ often means nobody’s measured the gap. What would it take to find out if ‘well enough’ is actually costing you something?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

NEED

FRONT — WHAT THEY SAY

“I'm skeptical this actually solves the problem we have.”

BACK — THE REFRAME

“What would proof look like for you — a specific outcome, a trial, a reference customer with a similar problem? Let's aim for that.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“How do I know this actually works?”

BACK — THE REFRAME

“Fair question. Would it help to see a specific reference customer in a similar situation, or run a small trial with your own data before committing?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“I've been burned by a similar tool before.”

BACK — THE REFRAME

“That's worth understanding — what went wrong last time? I want to make sure we're not walking into the same gap.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“Your company is pretty new — how do I know you'll be around?”

BACK — THE REFRAME

“A fair concern with any newer company. Here's what we can show on stability and where we're headed — what would give you real confidence either way?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“This sounds too good to be true.”

BACK — THE REFRAME

“What part feels that way? Let's stress-test it together rather than me just reassuring you — I'd rather you trust it because you checked, not because I said so.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“I want to talk to a current customer first.”

BACK — THE REFRAME

“Absolutely — let's find someone in a similar role or industry so the conversation is actually useful to you, not just a generic reference call.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“What happens to our data if we use this?”

BACK — THE REFRAME

“Great question to ask before signing anything. Here's exactly what's stored, what isn't, and who can see it — happy to put that in writing.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“I don't fully trust the ROI numbers you're showing me.”

BACK — THE REFRAME

“Reasonable — let's rebuild the case using only your own numbers instead of our benchmarks, so it's something you'd actually stand behind internally.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“Your last rep overpromised and underdelivered.”

BACK — THE REFRAME

“That's on us, and I'm sorry that happened. What specifically fell short? I'd rather be conservative with you now than repeat that mistake.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

TRUST

FRONT — WHAT THEY SAY

“I need to see this working before I believe it.”

BACK — THE REFRAME

“That's reasonable — let's set up a short trial with a clear, specific outcome we both agree counts as proof, so ‘seeing it work’ isn't just a feeling.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“We're also looking at [a competitor].”

BACK — THE REFRAME

“Good — they're a real option. What's most important to you in this decision, so we're comparing on what actually matters to you, not a generic feature list?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“We're already using a competitor's product.”

BACK — THE REFRAME

“What's working well with it, and what, if anything, is frustrating? That tells us whether switching is even worth exploring.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“Your competitor offers more features.”

BACK — THE REFRAME

“Which specific features matter to your use case? More features isn't the same as more of what you actually need — let's map it to your situation.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“We have a long-standing relationship with our current vendor.”

BACK — THE REFRAME

“That relationship has real value — I'm not asking you to throw it away. What would it take for a change to be worth the disruption?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“Everyone else in our industry uses [a competitor].”

BACK — THE REFRAME

“That's worth knowing — what specifically do they like about it? Popularity in your industry and the right fit for your team aren't always the same thing.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“We're locked into a contract with someone else.”

BACK — THE REFRAME

“Understood — when does that contract come up for renewal? I'd rather stay in touch and be ready than push you into breaking a commitment.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“Your competitor's cheaper and does basically the same thing.”

BACK — THE REFRAME

“On the surface, maybe. Where the two actually diverge is [specific difference] — does that difference matter for what you're trying to do?”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.

COMPETITOR

FRONT — WHAT THEY SAY

“We switched away from a tool like this before and it didn't help.”

BACK — THE REFRAME

“What specifically didn't help last time — the tool itself, or how it was rolled out? Both matter, and we can plan around whichever it was.”

CerebroEcho whispers a live reframe like this one during real calls — free to try, no card required.