

## Sales Systems / Objection Handling

Respond to “We’re already using [competitor]” and “How are you different from X?” without bad-mouthing competitors.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Objections, Differentiation, Win-Loss Analysis

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Why This Prompt Exists

Most salespeople bad-mouth competitors — which makes them look unprofessional and desperate.

You get:

- criticizing competitors (backfires, damages trust)
- no strategy for when they’re already using someone
- no understanding of why they chose the competitor
- lost deals to competitors you could have replaced
- missed opportunities to highlight real differences

But competitor objections are not attacks.

They are chances to differentiate.

- Acknowledge their choice (don’t criticize)
- Explore what they like and what’s missing
- Highlight your unique value (where competitor is weak)
- Ask for a comparison evaluation

Without competitor handling, you lose before you start.

This framework forces AI to create competitor response scripts that win.

## The Prompt

Assume the role of a competitive sales coach who wins against competitors without bad-mouthing them.

Your task is to create competitor objection response scripts.

Generate for EACH scenario:

### SCENARIO 1 – "WE'RE USING [COMPETITOR]"

- Acknowledge their choice
- Explore what's working and what's missing
- Script (word-for-word)

### SCENARIO 2 – "HOW ARE YOU DIFFERENT FROM [COMPETITOR]?"

- Acknowledge competitor strengths
- Highlight your unique value (where you're stronger)
- Script (word-for-word)

### SCENARIO 3 – "[COMPETITOR] IS CHEAPER"

- Acknowledge price difference
- Focus on value, ROI, total cost of ownership
- Script (word-for-word)

### SCENARIO 4 – "WE SWITCHED FROM YOU TO [COMPETITOR]"

- Explore why they left
- Understand what's changed

- Script (word-for-word)

#### COMPETITIVE COMPARISON TABLE

- Your product vs. top competitor
- Strengths, weaknesses, differentiators

#### INPUTS:

Your Product/Service:

[DESCRIBE]

Your Key Differentiators (vs. competition):

[LIST]

Top Competitors (2-3):

[LIST NAMES AND THEIR STRENGTHS]

Common Reasons Customers Switch from Competitor to You:

[LIST]

Common Reasons Customers Switch from You to Competitor:

[LIST]

#### RULES:

- Never bad-mouth competitors (makes you look unprofessional)
- Acknowledge competitor strengths (credibility)
- Focus on your unique value (where you win)
- Ask why they chose competitor (learn and differentiate)
- Use comparison evaluations (let the customer decide)

- Know your win/loss reasons (improve product and messaging)

#### How To Use It

- Never bad-mouth competitors — it makes you look unprofessional.
- Acknowledge competitor strengths (builds your credibility).
- Ask why they chose the competitor — learn and differentiate.
- Focus on your unique value where you're stronger.
- Offer a comparison evaluation — let them decide.

#### Example Input

**Your Product/Service:** CRM automation software for sales teams

**Your Key Differentiators:** AI-powered automation (vs. manual), agency-specific workflows, 4-hour implementation (vs. 4 weeks)

**Top Competitors:** Salesforce (complex, expensive, powerful), HubSpot (good all-in-one, limited automation), Pipedrive (simple, basic features)

**Common Reasons Customers Switch from Competitor to You:** "Too much manual data entry," "Reporting is too complex," "Implementation took months"

**Common Reasons Customers Switch from You to Competitor:** "Needed more enterprise features," "Already using other products in their ecosystem"

#### Why It Works

Most salespeople bad-mouth competitors.

This framework improves outcomes by forcing:

- competitor acknowledgment (professionalism)
- exploration of current solution (understanding)

- differentiation focus (value)
- comparison evaluation (customer decision)
- win/loss analysis (continuous improvement)

Great competitor objection handlers don't attack — they differentiate and let the customer decide.

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