Sales Systems / Objection Handling

Create a complete objection handling guide for your sales team, organized by objection type with winning responses.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Sales Enablement, Training, Playbook Creation

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Why This Prompt Exists

Most sales teams have no formal objection handling playbook — every rep figures it out on their own.

You get:

- inconsistent objection handling across the team
- new reps struggling with common objections
- no training material for onboarding
- best practices lost when top reps leave
- lost revenue from poorly handled objections

But a playbook is not a document.

It is a training tool that improves team performance.

- Categorize objections by type (price, timing, competitor, authority)
- Provide winning responses for each objection
- Include examples and practice scenarios
- Update based on win/loss data

Without a playbook, every rep reinvents the wheel.

This framework forces AI to build a complete objection handling playbook.

The Prompt

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Assume the role of a sales enablement specialist who builds objection
handling playbooks.

Your task is to create an objection handling playbook.

Generate:

1. OBJECTION CATEGORIES (5-7 categories)
   - Price / Budget
   - Timing
   - Competitor
   - "Not Interested"
   - Authority / Decision Maker
   - Product / Fit
   - Trust / Credibility

2. FOR EACH CATEGORY:
   - Most common objection (word-for-word)
   - Root cause analysis (why they say it)
   - Winning response (word-for-word script)
   - Alternative responses (2-3 variations)
   - What not to say (common mistakes)

3. ROLE-PLAY SCENARIOS (3-5)
   - Realistic customer quotes
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- How rep should respond

4. ESCALATION GUIDELINES
   - When to escalate to manager
   - When to disqualify

5. PLAYBOOK MAINTENANCE
   - How often to update
   - How to capture new objections from the field

INPUTS:

Your Product/Service:
[DESCRIBE]

Common Objections (from your team's experience):
[LIST]

Your Competitive Differentiators:
[LIST]

Typical Customer Personas:
[DESCRIBE]

Sales Team Size:
[INSERT NUMBER]

Existing Objection Handling Resources (if any):
[DESCRIBE OR "NONE"]

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RULES:
- Categorize objections by type (makes playbook easy to use)
- Provide word-for-word scripts (reps can memorize)
- Include "what not to say" (prevents common mistakes)
- Add role-play scenarios (practice material)
- Update playbook quarterly with new objections
- Capture objections from win/loss calls
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How To Use It

- Categorize objections so reps can find answers quickly.
- Provide word-for-word scripts for new reps to memorize.
- Include “what not to say” — common mistakes reps make.
- Role-play scenarios during team meetings (practice makes perfect).
- Update the playbook quarterly with new objections from win/loss calls.

Example Input

Your Product/Service: CRM automation software for sales teams

Common Objections: “It’s too expensive,” “We already use Salesforce,” “Call me back in 3 months,” “Not interested,” “I need to talk to my team,” “How are you different from HubSpot?”

Your Competitive Differentiators: AI-powered automation, 4-hour implementation, agency-specific workflows

Typical Customer Personas: VP of Sales (budget holder), Sales Ops (implementer), Sales Rep (user)

Sales Team Size: 8 reps (mix of experienced and new)

Existing Objection Handling Resources: None — reps figure it out themselves

Why It Works
Most sales teams have no formal objection handling.

This framework improves outcomes by forcing:

- objection categorization (usability)
- root cause analysis (understanding)
- winning scripts (execution)
- what not to say (error prevention)
- role-play scenarios (practice)

Great objection handling playbooks don’t just list responses — they train reps to handle objections confidently.

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