

Sales Systems / Objection Handling

Provide multiple response strategies for “It’s too expensive,” “I don’t have the budget,” and “Why is this so much more than [competitor]?”

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Price Objections, Negotiation, Sales Scripts

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Why This Prompt Exists

Most salespeople panic at price objections — they immediately offer discounts or give up.

You get:

- discounting without justification (leaves money on table)
- defensive responses (“Our prices are very competitive”)
- no exploration of the real objection (value vs. price)
- lost deals that could have been saved
- price-sensitive prospects trained to ask for discounts

But price objections are not about price.

They are about value perception.

- “Too expensive” → explore value delivered, ROI, cost of problem
- “No budget” → explore priorities, budget cycles, smaller scope
- “Competitor is cheaper” → explore differences in value, features, outcomes

Without proper response scripts, you discount unnecessarily.

This framework forces AI to create price objection scripts that preserve value.

The Prompt

Assume the role of a sales negotiation coach who handles price objections without discounting.

Your task is to create price objection response scripts.

Generate for EACH objection:

OBJECTION 1 – "IT'S TOO EXPENSIVE"

- Acknowledge the objection
- Explore value vs. price
- Script (word-for-word)
- Alternative approaches (3-5)

OBJECTION 2 – "I DON'T HAVE THE BUDGET"

- Explore actual budget vs. allocation
- Suggest smaller scope or payment terms
- Script (word-for-word)
- Alternative approaches (3-5)

OBJECTION 3 – "COMPETITOR IS CHEAPER"

- Acknowledge without criticizing competitor
- Highlight differences in value, not features
- Script (word-for-word)
- Alternative approaches (3-5)

OBJECTION 4 – "CAN YOU GIVE ME A DISCOUNT?"

- Respond without automatic discount

- Trade for something (payment terms, longer commitment)
- Script (word-for-word)

INPUTS:

Your Product/Service:

[DESCRIBE]

Your Price:

[INSERT \$]

Competitor Price (if known):

[INSERT \$ OR "UNKNOWN"]

ROI Your Customers Typically See:

[E.G., "10x ROI within 6 months"]

Typical Customer Value Drivers:

[LIST]

RULES:

- Never discount without getting something in return
- Explore the real objection (price usually isn't the real issue)
- Acknowledge before responding ("I understand why you'd say that")
- Focus on value, not features
- Use silence after stating value (let them think)
- Trade discounts for longer commitments or faster payment

How To Use It

- Acknowledge before responding (“I understand why you’d say that”).
- Explore the real objection — price usually isn’t the real issue.
- Focus on value, not features (what they gain, not what the product has).
- Use silence after stating value (let them think).
- Trade discounts for something (longer commitment, faster payment, case study).

Example Input

Your Product/Service: CRM automation software for sales teams

Your Price: \$15,000/year

Competitor Price: \$8,000/year (basic version without automation)

ROI Your Customers Typically See: Save \$40,000/year in sales rep time (4 hours/week × 10 reps × \$50/hour)

Typical Customer Value Drivers: Time savings, data accuracy, faster follow-up, reduced manual entry

Why It Works

Most salespeople panic at price objections.

This framework improves outcomes by forcing:

- acknowledgment-first approach (respect)
- value exploration (uncover real objection)
- ROI framing (justify price)
- trade-based discounting (preserve value)
- multiple script alternatives (flexibility)

Great price objection handlers don’t discount — they demonstrate value.

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