

The Objection Sparring Playbook

Twelve objections every closer must master, the four-step framework that beats them, and a three-round daily sparring routine. Designed to be run live — not read once and forgotten.

How to use this playbook

This is a sparring deck — not a script library. Pick one objection per day, read the framework, then run it live against another rep, a friend, or AI sparring. The goal isn't memorization. It's reps. Reps under pressure are how rebuttals stop sounding like rebuttals and start sounding like you.

- Acknowledge — buy the right to keep talking.
- Isolate — make sure this is the only objection.
- Reframe — turn the objection into the reason.
- Re-engage — end every rebuttal with a question.

The 12 objections every closer must master

1. 'It's too expensive.'

Acknowledge: 'I hear you.' Isolate: 'If price weren't a factor, would this be a fit?' Reframe: cost vs cost of doing nothing. Re-engage with a payment-flexibility question.

2. 'I need to think about it.'

'Totally fair. Usually when someone tells me that, it means one of three things — which one is it?' Then list: not enough info, not the right time, not the right person.

3. 'I need to talk to my spouse / partner / boss.'

'Smart. What specifically would they want to know that I haven't covered?' Get the real objection out before they leave the room.

4. 'Send me some info.'

'Happy to. So I send the right thing — what's the one question you're trying to answer?' Never send blind PDFs.

5. 'We're already using a competitor.'

'Makes sense. What do you love about them, and what do you wish was different?' Discovery, not attack.

6. 'Now isn't a good time.'

'Totally get it. When would be? And what would have to change between now and then?' Force a future commitment or kill the deal.

7. 'I'm not the decision maker.'

'Got it — who else is involved, and what does the decision look like inside the company?' Map the buying committee.

8. 'We don't have budget.'

'Understood. If we showed clear ROI, is there a path to get budget approved, or is the door fully closed for the year?'

9. 'Can you call me back next quarter?'

'Sure. So this isn't dead air — what would have to be true next quarter for this to be worth doing?'

10. 'We tried something like this before and it didn't work.'

'That's actually really common. What specifically broke? I want to make sure we don't repeat that.'

11. 'Just email me the price.'

'Happy to. Quick question first so the number actually means something to you — what's the outcome you're trying to hit?'

12. 'I'm just not interested.'

'Totally fair. Out of curiosity — is it me, the timing, or the offer?' Then shut up. Most people will tell you the truth.

How to spar each objection

Three rounds per objection. Five minutes total per day.

- Round 1 — Read the rebuttal aloud at full speed.
- Round 2 — Have a partner (or AI) push back twice in a row before you re-engage.
- Round 3 — Run it cold, no script, voice only. Record. Listen back.

Train these reps live

Reading rebuttals is not training. Run these against the AI sparring engine in ClosersForge — it pushes back the way real buyers do, scores your every move, and tells you exactly which of your twelve rebuttals is your weakest one this week.

Get unlimited AI sparring, voice practice scoring, and a personalized course built from your weakest moves at closersforge.com.