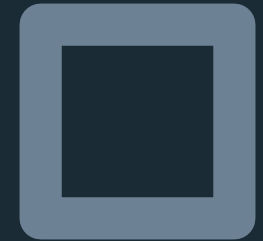


Objection Handling

TEMPLATE

Identify and learn how
To overcome objections





Company Overview

Strengths

- 1.
- 2.
- 3.
- 4.

Positioning

- 1.
- 2.
- 3.
- 4.

Common Themes (From sales & win-loss interviews)

Pain Point

Competitor comments

Main reason for choosing competitor

Concerns about competitor

Product Objections

Competitor Claim

1

Competitor Claim

2

Competitor Claim

3

Counterpoints

a.

b.

c.

Counterpoints

a.

b.

c.

Counterpoints

a.

b.

c.



Reframing Objection Statements

Reframing Statements

1

1.

2.

3.

Reframing Statements

2

1.

b.

c.

Reframing Statements

3

a.

b.

c.

Use case & data points

a.

b.

c.

Use case & data points

a.

b.

c.

Use case & data points

a.

b.

c.

— **Tools/Resources**

Relevant content / links

Relevant content / links

Relevant content / links



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