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WEBSITE PROPOSAL OBJECTION ANSWER SCRIPTS

By Brent Weaver

MY TOP 10 PROVEN SCRIPTS THAT WILL HELP YOU
OVERCOME ANY OBJECTION YOUR CLIENT MAY
HAVE WITH YOUR WEBSITE PROPOSAL



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Over a five year period, I sat in over a thousand sales meetings listening to the same client objections over and over - completely unprepared to respond - and lost job after job.

Determined to do better, I researched and practiced new strategies to identify and overcome each objection. I created a database of sales scripts, perfecting them over the next five years. Eventually, I was winning nearly every job I pitched and began charging upwards of 300% more than my competitors.

This guide is your answer to overcoming the most common objections you'll hear when you're meeting with clients. Use it to take back control. Study the responses. Practice them. Embed them in your work every day. Some may be more applicable to you than others. That's okay. The only thing that's not okay anymore is claiming you don't know what to do.

These are the answers to the test. Good luck.

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1. Why do you cost so much more than [insert competition's name]...?

How To Handle This:

“Great question! I actually find that we cost more than a lot of companies in our area. I’ve spent some time looking into this, and it turns out that most of our competition are really focused on building websites, while our goal is to help you get more customers using the internet.

Sure, we use websites, search, social, and a ton of tools and platforms. They might as well, but our stated goal is to grow your business. We could probably be as cheap as them if all we did was build a website and leave after the project.

Curious, do you want a website or more customers?”

Expert Commentary from \$10K Bootcamp Mentor, Jonathan Hinshaw

I love this question! Here's how I typically handle it...

"Mr. Prospect, I can't tell you what my competition won't do - so let me just speak to the things that we do...

You see, online businesses are like speed limits. There are rules set forth, that if followed, work great and get you to where you need to go.

The speed limit here in my town is 55mph, but people rarely go 55. This disregard for the speed limit causes traffic jams, accidents, etc. So, while I can't speak to what my competition won't do, I can tell you that we follow every rule. In this field - they are known as Best Practices.

While there are no secrets to this web design game, there are rules and we follow them 100% of the time. While other business owners are stuck in traffic jams and getting tickets by speeding through, our customers enjoy a smooth ride all the way down revenue road."

2. Let me think about it...

How To Handle This:

“Absolutely. I don’t want to move forward with this project unless you are certain that this is going to be the right move to take your business to the next level. How about we meet in a week to review any questions you have about the proposal after you’ve had some time to think about it... does next Thursday at 2PM work for you?”

Expert Commentary from \$10K Bootcamp Mentor, Jonathan Hinshaw

My approach is to first empathize with the prospect and then to ask more questions to determine if the objection is legitimate or a smokescreen. For example I say...

"No Problem. I understand completely. If I were in your shoes, I’d want to think about it as well. Can I ask you a quick question before I let you go? May I ask what concerns you still have?

- or “May I ask what’s causing you to hesitate?”
- or “May I ask what questions I’ve left unanswered?”
- or “May I ask what your final decision will be based on?”

Needless to say, this type of probing gets the prospect to open up and to help you determine if the objection is real. The end goal is to find the REAL objection. Until you find it, you can't make the sale!

3. We are looking for someone local, we prefer face to face.

How To Handle This:

"I completely understand. I also highly value working face to face. Would you say working face to face is your #1 priority?"

Expert Commentary from \$10K Bootcamp Mentor, Jonathan Hinshaw

Having someone local doesn't automatically mean that they will be spending more time with you. Using the Feel-Felt-Found framework I used in the last example, say something like...

"I know how you FEEL and I've had clients in the past that FELT the same way. What they FOUND was that working remotely not only saved on their time but on costs as well. They ultimately realized what WebEx, GoToMeeting (and 1000 other copy cats) realized years ago - meetings are a time suck and a revenue burn.

Are you open to keeping this on the table for now so I can walk you through some of the benefits you'll get by working with XYZ agency? What have you got to lose? You can still say no later - all I'm asking for is a chance."

NOTES ABOUT THIS OBJECTION:

This isn't a #1 priority for anyone. The #1 priority is always getting someone to deliver the work they need.

Get the prospect to admit what their #1 problem/priority is. If you can then address that priority and make them feel comfortable, you might be able to continue pursuing them.

Getting face to face is purely a function of economics. Many clients are happy to pay to get you into a conference room with them - especially if you are the best fit to solve their #1 concern.

If having someone local truly is their #1 priority, then I would suggest adding them to your recycle list and following up sometime in the future.

4. “I can host the site myself for \$10 a month. You are too expensive.”

How To Handle This:

"You are absolutely correct, I feel you. There are a lot of really, really cheap hosts out there. I am also always looking for ways to cut costs in my business, and hosting is an easy target. I have a lot of customers who have felt exactly like you - they wanted to just host with Godaddy or Bluehost.

What I found was that on a long enough timeline, something terrible always ends up happening. A server fails, a patch is distributed, a site gets hacked.

Instead of putting your website at this kind of risk, I provide a managed hosting option that I monitor and manage on your behalf. Instead of calling some nameless 800 number when an issue arises, you call my mobile. I am your advocate and insurance policy. Someone that knows your account inside and out and will be able to resolve any issues without you needing to spend your very valuable time. Is saving a few hundred dollars a year on hosting worth the risk for you?"

NOTES ABOUT THIS OBJECTION:

\$10 hosting accounts are high risk. Make this apparent. Make sure that your client understands their risk.

Always keep a few stories and anecdotes of clients who had to deal with awful hosts. Use this to build a case of risk and show them that you are the insurance policy.

5. “Have you heard of Wix? Could you just design something for us there?”

How To Handle This:

"I have heard of Wix. There are many platforms that are great for building websites on. That being said, the platform or technology is only one piece of a larger equation.

When I build websites, I help you develop a bigger strategy - tactics that will help you get more business through your website and how to design the site to live up to your vision. I also make sure the copy on your site connects with your audience and we work together to drive qualified traffic to your business.

Based on my knowledge of Wix, as a technology, I would be held back in delivering my value proposition of delivering more customers to your business. I do see the attraction there, though.

Would you say that a cheap platform or getting more customers is your #1 priority?"

NOTES ABOUT THIS OBJECTION:

Get the prospect to focus on what's important: strategy and getting more customers.

There is a time and a place for the technology discussion, but it's rarely at the frontside of the online business discovery process.

6. "I just need a simple site."

How To Handle This:

"Not a problem. I'm happy to help you with that. If you don't mind, I'd like to get a better understanding of why you need a website. What is your primary driver for this project?"

NOTES ABOUT THIS OBJECTION:

Get to the heart of the issue. They are probably wanting to build a website to provide some kind of return to their business. They might also just be looking for an "online business card" which is totally fine. But you need to know that. Many times clients are looking for something "simple", but in reality, they think it's going to help them get business. You have to explore the why here to make sure if you build them a simple site, it is a simple site with a strategy.

7. “We want to keep costs down. We don't understand and don't need anymore than what we are asking for.”

How To Handle This:

"I totally get how you feel. I've had a lot of clients that felt exactly like you right now. All they wanted was a couple of really small fixes and didn't understand why they needed to invest more time or money into a solution.

What I found after doing a couple of small fixes was that they weren't satisfied. It turns out that a lot of businesses are trying to fix a deeper problem with their website.

When I didn't help them address that deeper problem, we spent the little money they had on doing things that weren't the highest value activity.

Are you completely opposed to doing Discovery with me?"

NOTES ABOUT THIS OBJECTION:

The Feel-Felt-Found framework is perfect for this situation, as well.

When handling an objection like this, the framework allows you to relate with them by sharing a lesson you've learned by doing it differently. Also, always end with a question to keep your prospect engaged and to allow you to keep control of the conversation.

8. “We’re not interested at this time but we’ll keep you in mind for future projects.”

How To Handle This:

"Not a problem. Do you mind if I ask a couple of questions before we depart ways?"
[If no - GAME OVER. If yes...]

"Have you decided to not move forward with this project or have you chosen to work with another firm?"

[If they are moving forward with another firm - GAME OVER. If not moving forward on the project then...]

"What is missing from this project? Is it a price, scope, solution, problem, or opportunity issue?"

[Get answer. If you can still see a possible project, then continue asking questions...]

"If I could reposition my solution, is it worth continuing our conversation?"

[Continue asking questions and discovering to see if it's salvageable. If it's apparent that there is a no, here are two additional options:]

"Thanks again for your time. I would love to circle the wagons with you. Would you be open to scheduling a fifteen minute check-in call in a couple of months?"

OR...

"I appreciate your time. Would you mind if I add you to our regular email newsletter so we can stay in touch?"

NOTES ABOUT THIS OBJECTION:

Many sales are lost due to indecision, not competition. Businesses often identify a potential pain point, find solutions and prices, and realize that the pain wasn't as great as they thought.

The strategy here is to get them to commit to additional discovery. You failed to mitigate risk or quantify opportunity in a way that was compelling. Somewhere it didn't add up as a valuable investment for the customer.

BUT... Know when to go home. You never know if they might turn into an opportunity in the future.

9. “Thanks, but I’m just too busy to think about this right now.”

How To Handle This:

"No problem. Just really quick, would you say that you are good busy or bad busy?"

[Client: “Not sure what you mean.”]

"Are you busy servicing clients and earning enough revenue from your business, or are you busy putting out fires and scraping to get new customers into your business (or maybe even getting the wrong customers)?"

[Client response...]

"I feel you. For a long time I felt exactly like you do... I was operating my business without a great strategy and I felt like I was always under water.

What I found was a bit of work on my business resulted in a huge mindshift for me and I've been able to actually prosper like never before. I would love to sit down with you even for twenty minutes to learn more about your business. How does next Thursday at 2pm work for you?"

NOTES ABOUT THIS OBJECTION:

This is a pretty strong objection, most likely the result of a cold call. Use it as ammo to ask another clarifying question. Try to use a hard objection like this to do some basic discovery and then flip to asking to schedule an appointment.

10. “Why aren't we coming up in Google (or ranking higher)?”

How To Handle This:

"There can be a lot of reasons for this. I would love to get into the details to figure out what might be holding you back from a better ranking. Before we get to that though, do you mind shedding some light on why you would like to rank higher in Google?"

[Client response...]

NOTES ABOUT THIS OBJECTION:

Always get the customer to admit to the core issue at hand: getting more customers/donors/volunteers/fans/etc. Once they do that, then you can start investigating the individual tactic that they mentioned as the "symptom" for that problem.

If you don't take the time to understand their core issue, you might be left at a dead end like, "You don't rank well because your competitors are investing heavily in search." This answer leaves you two options: do nothing or invest heavily in search, neither of which help you make money.

If the goal is to drive more qualified traffic to generate leads/sales, then you can open the door to options like Google PPC, Facebook PPC, content marketing, guest posting, joint promotions with complimentary service providers, etc.



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These objections are just a small part of the transformational strategies we've taught to hundreds of web pros like you. If you'd like to experience even more in-depth business strategies, head over to read more about [\\$10K Bootcamp](#). We'd love to help you transform your business and your life.