

THE THINK-ABOUT-IT SCRIPT

What to say when a lead says "I need to think about it". The 5-part reply, in email, DM and phone versions.

"I need to think about it" is not an objection. It is a polite way to end the conversation. The reply below keeps it open without pressure: agree, get a date, book the follow-up, find the real question, answer it on the spot.

THE 5 PARTS

- Part 1. Agree with them. "Take your time, this should feel right." Pressure makes people hide.
- Part 2. Ask how long they need. A day, a week. Now there is a date instead of a maybe.
- Part 3. Book the follow-up on the spot. "I will reach out Thursday at ten, does that work." Add it to the calendar while they watch.
- Part 4. Ask the real question. "What is the main thing you need to think through." Nine times out of ten it is price or timing.
- Part 5. Handle that one thing right there. Price: show the payment plan. Timing: show what waiting costs them.

PHONE VERSION (SAY IT, THEN STOP TALKING)

PHONE

Lead: I need to think about it.

You: Of course. Take your time, this should feel right.

You: How long do you want, a day or a week?

Lead: Give me a few days.

You: Perfect. I will reach out Thursday at ten. Does that work?

Lead: Sure.

You: Great, it is on my calendar. One question so I can send you the right thing: what is the main thing you need to think through?

Lead: Mostly the price.

You: That is fair. Would it help if I split it into two payments, one now and one when the work is done?

EMAIL VERSION

EMAIL

Subject: Thursday at 10?

Hi [first name],

Totally understand, this should feel right before you say yes.

I will check back in on Thursday at 10 unless another time works better.

So I can send you the right information: what is the main thing you want to think through? For most people it is the price or the timing.

If it is price, we can split it into two payments. If it is timing, I can hold your spot for two weeks at today's rate.

[YOUR NAME]

DM VERSION (SHORT)

DM

Makes sense, take your time.

Want me to check back Thursday morning?

And so I send you the right thing: is it mostly the price, or the timing?

THE TWO ANSWERS YOU WILL NEED

PRICE

The payment plan

"We can do half now and half when the job is done." or "Three monthly payments of [amount] instead of one." Same total, easier yes.

Why it works: A split payment answers the real concern (cash this month) without lowering your price.

TIMING

The cost of waiting

"Every month without this is about [number] in [missed calls / lost bookings / late fees]. I can hold your spot for two weeks at today's rate."

Why it works: A specific number turns 'later' into a decision with a price on it.

Educational only. No closes or sales promised. Only offer a payment plan or a held rate that you will honor.

More leads to say this to?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com