

THE 5 OBJECTION REPLIES

Word for word replies to the five things leads say after your cold email

Getting the reply to your cold email is the easy part. The next message is where most deals die. A lead says one of five things, and the instinct is to defend, discount, or send a number. Do not. Every reply below uses the same move: stay calm, ask permission, find the pain and the goal, then price it in their words. Copy these, swap the [BRACKETS], and make them sound like you.

THE ONE MOVE BEHIND ALL FIVE

- Move 1: Do not name a price yet. A number with no context is the easiest thing to say no to.
- Move 2: Ask permission. "I have a few ways we can work together, and one will fit your budget. Mind if I ask two quick questions first, so I point you to the right one?"
- Move 3: Ask about the pain. "What's not working right now, and what's it costing you?"
- Move 4: Ask about the goal. "Where do you want to be in ninety days?"
- Move 5: Now give your price in their own words. "You said [their problem] and you want [their goal]. [Your package] is [price]. Want me to set it up?"

THE 5 REPLIES

REPLY 1

"How much do you charge?"

Great question, and I want to give you the right number, not a random one. I have a few ways we can work together, and one will fit your budget. Mind if I ask two quick questions first, so I point you to the right one? First: what's not working right now with [their problem], and what's it costing you?

Why it works: A bare number gets compared and rejected. A number tied to their problem gets considered.

REPLY 2

"Send me some info."

Happy to. So I send you the right thing and not a pile of pages, can I ask two quick questions? What are you hoping to fix with [your service], and where do you want to be in ninety days? Once I know that, I'll send exactly what fits, with a price that makes sense for you.

Why it works: "Send me info" is often a polite way to end the conversation. A question gets answered. A brochure gets ignored.

REPLY 3**"We already have someone."**

That's great, glad you're covered. I'm not here to replace anyone. Out of curiosity, if you could change one thing about how [their area] is working today, what would it be? If the answer is nothing, I'll wish you well and leave you alone.

Why it works: You are not fighting their current provider. You are finding out whether there is a gap. If there isn't, leaving gracefully earns you a callback later.

REPLY 4**"It's too expensive."**

I hear you, and I don't want you paying for something that doesn't pay you back. Can I ask what you're comparing it to? And what is [the problem] costing you each month right now? If it costs more than my fee, we should talk. If it doesn't, I'll tell you so.

Why it works: Price is only "too much" next to the problem it solves. Put a cost on the problem first. And if the numbers don't work, say so. That honesty builds trust.

REPLY 5**"Let me ask my partner."**

Of course, that makes sense. So I can make it easy for them, what questions do you think they'll have? And what would they need to see to say yes? I can put it on one page, or jump on a quick call with both of you this week, whichever is easier.

Why it works: You are not chasing. You are arming your contact to sell it inside, and asking to be in the room.

IF YOU ONLY HAVE ONE PRICE

Do not pretend to have options. Say this instead: "I have one package, and it's [price]. Before I send the details, mind if I ask two quick questions, so I'm sure it's a fit? If it isn't, I'll tell you." Then ask the pain and the goal as usual. Only the first line changes.

THE FIRST REPLY TO A COLD EMAIL ANSWER

TEMPLATE

Use it when they write back

Subject: Re: [their subject line]

Hi [First name],

Thanks for getting back to me. [One line that answers what they asked.]

So I point you in the right direction, mind if I ask two quick questions? What's the biggest thing not working with [their area] right now? And where would you like to be in ninety days?

Thanks,

[YOUR NAME]

PRACTICE IT BEFORE YOU NEED IT

PROMPT

Role-play with ChatGPT or Claude

Act as [type of business owner, for example a busy dentist] who just replied to my cold email. You are skeptical and short on time. Raise one of these five objections, one at a time: how much do you charge, send me some info, we already have someone, it's too expensive, let me ask my partner. I will answer using the two question move. After each exchange, tell me what I did well, what I missed, and give me a better line. Start now with the first objection.

A FAIR NOTE

These are sales techniques, not promises. Results depend on your offer, your list, and your follow-up. If you send cold email, follow the law. CAN-SPAM requires accurate sender information, a subject line that is not misleading, your valid postal address, and a clear opt-out that you honor within ten business days. This is education, not legal advice.

Need people to say these to?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
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- Find and verify the emails free: EmailClik.com