

THE LOWER-THE-PRICE SCRIPT

What to say when a lead asks "Can you lower the price?" Five moves, the exact wording, email and phone versions.

Do not say yes. Do not say no. Agree with the feeling, find out if price is really the only thing, hold the number, trade instead of discount, then give them the choice and stop talking.

THE 5 MOVES

- Move 1. Agree with the feeling. "It is a real investment, I get it." Now you are on the same side.
- Move 2. Ask if price is the only thing. Yes means you are one sentence from a deal. No means you just found the real objection.
- Move 3. Hold the price. The number stays where it is. Lowering it tells them the first number was made up.
- Move 4. Trade instead. Same price, more time. Or a lower price for a longer commitment. They get a win, you get a bigger customer.
- Move 5. Give them the choice and stop talking. Silence does the selling.

PHONE VERSION

PHONE

Lead: Can you do any better on the price?

You: It is a real investment, I get it. Can I ask, is the price the only thing holding you back?

Lead: Yeah, mostly.

You: Okay. The price is the price, that is what it costs to do it right. What I can do is one of two things.

You: Option one, same price and I add [extra month / extra service / faster start].

You: Option two, if you commit to a year instead of three months, I can take [10 to 15] percent off the monthly.

You: Which one works better for you?
(stop talking)

EMAIL VERSION

EMAIL

Subject: two options

Hi [first name],

Totally fair question, it is a real investment.

I keep the price where it is because that is what it takes to do this properly. Here are two ways to make it easier:

1) Same price, and I include [extra].

2) A 12-month agreement instead of 3 months, and the monthly drops to [amount].

Which one works better for you?

[YOUR NAME]

THE TRADE MENU (PICK TWO FOR YOUR BUSINESS)

Give this

An extra month of service

Faster start date

10 to 15 percent off the monthly

Waived setup fee

A bonus deliverable (extra page, extra photos)

Get this

Same price, signed today

Same price, deposit today

A 12-month commitment

Payment in full up front

A referral or a review once the work is done

WHEN THE ANSWER IS "NO, NOT ONLY THE PRICE"

Then price was never the problem. Ask: "What else is on your mind?" and handle that one thing. The most common real reasons: they are not sure it will work (show a result), they need a partner's sign-off (offer to join that call), or the timing is bad (hold the rate for two weeks).

Educational only. No closes or sales promised. Only offer trades you can deliver.

Holding your price is easier with a full pipeline.

- 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