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7 CUSTOMER OBJECTIONS

7 EXACT REPLIES

What to say when customers say the things that kill your sale.

7 conversations. 7 moments where a deal is won or lost.

Every script inside comes from real sales conversations — not theory.

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HOW TO USE THIS

Read it once, start to finish, to understand why customers say what they say.

Then keep it open during your next sales call — as a real reference, not a one-time read.

One rule before you start — **ask, don't tell**. Every technique here uses questions, not statements. Questions open. Statements close doors.

"I'LL THINK ABOUT IT AND LET YOU KNOW."

(Soch ke bataunga. Thoda time chahiye.)

■ WHAT THEY ACTUALLY MEAN

They are not asking for time. Time is just a polite way to leave.

Something else is going on inside their head. Usually one of three things:

- They don't have the money. And they're too embarrassed to say it.
- There's a Rupa — a wife, a partner, a parent — they need to check with first.
- Your pitch didn't build enough trust. This one is on you, not them.

You don't know which one it is. So don't assume. Ask.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Okay no problem, take your time!"

You just gave them a free exit with no way back.

"But this is such a great opportunity!"

Sounds desperate. Pushes them further away.

"Just let me know whenever."

Removes all reason to ever come back.

"I'LL THINK ABOUT IT AND LET YOU KNOW."

■ WHAT TO SAY INSTEAD

OPTION 1 — ASK DIRECTLY

"Fair enough. Can I ask one thing? What exactly are you unsure about — is it the money, the timing, or whether this will actually work for you?"

OPTION 2 — THE HONEST PATTERN INTERRUPT (THIS ONE WORKS BETTER)

"Sure. Just one thing — normally when someone says they'll think about it, they never come back. Say it with a smile. So can I actually find out what's really going on?"

Ask. Then go quiet. The real reason almost always comes out in the silence — not in the first sentence, but in the second.

THE CONTRARIAN MOVE

If they still insist on thinking — let them go. But with a real boundary.

"No pressure at all. Just know — I can hold your spot until [real date]. After that I'll assume the timing wasn't right and open it up."

People who were genuinely going to buy come back. People who were not — no script was ever going to change that.

"IT'S TOO EXPENSIVE. MEHNGA HAI."

■ WHAT THEY ACTUALLY MEAN

They have the money. 1% of people have a genuine money problem. Everyone else buys iPhones on EMI.

"Too expensive" is almost never about the number. It means one of these:

- The value isn't clear enough to justify the price.
- "I'm not sure this is for me." The product seems fine, but they don't see themselves getting results.
- Your product is genuinely out of their budget. This means your lead qualification was wrong — that's on you.

Price objections are almost always value objections wearing a cheaper disguise.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Okay fine, I'll give you a discount."

You just told them the price was never real.

"This is already discounted, the original was higher."

Nobody believes this. It destroys trust.

"Trust me, I'm way better than competitors."

Unproven. Ogilvy would reject this immediately.

"IT'S TOO EXPENSIVE. MEHNGA HAI."

■ WHAT TO SAY INSTEAD

OPTION 1 — CHANGE WHAT THEY'RE COMPARING THE PRICE TO

"Expensive compared to what? Because the problem you told me about — that's costing you more than this every month."

OPTION 2 — FIND OUT IF IT'S ACTUALLY ABOUT MONEY

"If money wasn't a factor at all, would you say yes today?"

If yes — it's genuinely a money problem. Talk payment structure. If they hesitate — it was never about the money.

OPTION 3 — STAY IN THE CONVERSATION, DON'T DEFEND THE PRICE

"I get it. This is a real investment. Tell me — what would make this work for you? Is it timing, a payment plan, something else?"

THE CONTRARIAN MOVE

Agree with them. Then stop talking.

"Yeah, it's not a small amount. It's meant to be a real decision, not an impulse buy."

Then silence. Defending the price sounds desperate. Confidence in silence sells more than any justification ever will.

"YOUR COMPETITOR IS CHEAPER."

(Vo toh saste mein de raha hai.)

■ WHAT THEY ACTUALLY MEAN

They are not comparing the same thing. They're comparing your price against someone else's price — not your outcome against someone else's outcome.

That's a false comparison. Your job is to break it. What's usually happening underneath:

- They want a discount and this is their leverage.
- They don't see how you're different. So in their head, it's the same thing at a different price.
- Cheaper feels like a smaller risk if things go wrong.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Oh they're not even good, don't go there."

Immediately looks weak and insecure.

"Okay I can match that price."

Confirms that price is the only thing that matters.

"You get what you pay for." / "That's impossible, they must be lying."

Arrogant, or argumentative — now they have to defend the competitor.

"YOUR COMPETITOR IS CHEAPER."

■ WHAT TO SAY INSTEAD

STEP 1 — FIND OUT IF THE COMPETITOR IS EVEN REAL

"Who specifically? And what exactly are they offering for that price?"

Most people can't answer this in detail. That tells you everything.

STEP 2 — BREAK THE COMPARISON

"Cheaper is easy to find. The question is — cheaper to get what result? A ₹5,000 course and a ₹1,00,000 program don't solve the same problem, even if both are called business coaching."

STEP 3 — ISOLATE IF IT'S REALLY ABOUT PRICE

"If the price was exactly the same on both sides, which would you actually pick?"

THE CONTRARIAN MOVE

Agree that they're cheaper. And let that be completely fine.

"Yeah, they probably are. I'm not trying to be the cheapest option — I'm trying to be the right one for people who want a specific result. If price is the main thing you're deciding on, that's fair — just maybe not from me."

This removes you from the comparison entirely. Confidence at this level makes them second-guess the cheaper option — not you.

"I NEED TO DISCUSS WITH MY PARTNER."

(Rupa se poochna hai.)

■ WHAT THEY ACTUALLY MEAN

This one splits into two very different situations.

- **Real** — it's genuinely a joint decision. Shared money, shared life.
- **Not real** — the partner is a safe, non-confrontational way to say no without owning it directly. They're planning to let it quietly disappear.

The tell — if the excitement and questions came entirely from this one person, "discuss with my partner" is more likely a soft no than a real next step.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Okay sure, let me know!"

No follow-up locked. The conversation quietly dies.

"Can't you just decide for yourself?"

Dismissive. Damages trust immediately.

"A lot of people say that and never come back."

Accusatory. Makes them defensive.

"I NEED TO DISCUSS WITH MY PARTNER."

■ WHAT TO SAY INSTEAD

STEP 1 — FIND OUT WHERE THEY ACTUALLY STAND

"Can I ask — are you personally excited about this and want to run it by them, or are you still deciding for yourself too?"

STEP 2 — THE CLEANEST QUESTION

"If it were only your decision — would you say yes today?"

If yes — it's genuinely about the partner. Help them have that conversation. If they hesitate — the partner is covering their own doubt.

STEP 3 — OFFER TO JOIN THE CONVERSATION DIRECTLY

"Totally makes sense. Would it help if I spoke with both of you together? That way you don't have to explain everything from memory — I can answer their questions directly."

THE CONTRARIAN MOVE

Respect it fully — but attach a real structure to it.

"Of course — this should be a decision you both feel good about. Let's set an actual time to reconnect once you've talked, so it doesn't just quietly turn into 'we'll get to it eventually.'"

"SEND ME THE DETAILS ON WHATSAPP."

■ WHAT THEY ACTUALLY MEAN

This sounds like interest. It is usually a polite exit.

"Send me details" feels productive to both sides — which is exactly why it's so common. But details sent into WhatsApp with no live conversation attached get skimmed, buried under fifty other messages, and forgotten within an hour.

- They want to end the conversation politely without saying no directly.
- They genuinely want to process alone before deciding, or there's someone else they need to show it to.
- The pitch wasn't clear enough, and they're hoping reading it will make it clearer.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Sure, sending now!" — with nothing else.

No question asked, no follow-up locked. The conversation is over.

"Let me know if you have any questions!"

Passive. Almost nobody replies to this.

A wall of text: "Here's everything you need to know 🙏"

Overwhelming. Feels like a copy-paste sent to a hundred people.

"SEND ME THE DETAILS ON WHATSAPP."

■ WHAT TO SAY INSTEAD

OPTION 1 — STAY IN THE CONVERSATION INSTEAD OF SENDING

"Sure, I'll send it right after this. But let me quickly cover the two things people usually ask after reading it — so you don't have to wait for answers."

OPTION 2 — FIND THE REAL QUESTION

"Happy to send it. Before I do — what's the one thing you're hoping the details will answer for you?"

This surfaces the real objection hiding behind "send me details."

OPTION 3 — SEND IT, BUT LOCK A REAL NEXT STEP

"Sending it now. When's a good time tomorrow for a quick 5-minute call — just to answer anything that comes up after you've read it?"

THE CONTRARIAN MOVE

Don't rush to send anything. Stay in the room.

"I can send it — but honestly it reads better with a quick explanation next to it. Got two minutes right now? I'll walk you through the important parts, then send it as a recap."

Most people say yes to two more minutes. Because saying no to that is more awkward than saying no to a payment.

"GIVE ME A DISCOUNT. THODA KAM KARO."

■ WHAT THEY ACTUALLY MEAN

Most discount requests are a habit — not a genuine need.

Someone asking for ₹200 off on a ₹10,000 product was almost certainly going to buy at full price. The ask is reflex, not desperation. Especially in India.

- Testing to see if the price is negotiable. Pure habit.
- Haven't felt enough value to say yes without a little push.
- Genuinely can't afford it. Real, but rarer than you think.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Okay fine, ₹500 kam kar deta hoon."

You just trained them — and everyone who hears about it — to always ask for a discount.

"This is already discounted, the real price is higher."

Feels like a trick. Nobody believes it.

"Since it's you, let me see what I can do."

Creates a precedent. Every future interaction starts with a discount ask.

"GIVE ME A DISCOUNT. THODA KAM KARO."

■ WHAT TO SAY INSTEAD

STEP 1 — DON'T REACT. ASK FIRST

"Can I ask — what are you comparing this price to?"

STEP 2 — HOLD THE PRICE WITH CONFIDENCE, NOT DEFENSIVENESS

"I keep the price the same for everyone — because that's what makes it fair, and what makes people take it seriously enough to actually do the work."

STEP 3 — IF IT'S GENUINELY CASH FLOW, OFFER STRUCTURE, NOT A DISCOUNT

"I'm not going to lower the price — but if it's a timing thing, we can split this into payments so it's easier to say yes."

THE CONTRARIAN MOVE

Hold the price. Completely. Warmly. Without apologizing for it.

"I get why you're asking — it's natural. But I keep the price the same for everyone. That's actually what makes it fair — and what makes the people who join take it seriously."

This often converts better than any discount would. Confidence in the price removes price fear faster than a lower number ever does.

"THEY SAID YES. BUT THE PAYMENT NEVER CAME."

(Kal transfer karta hoon.)

■ WHAT THEY ACTUALLY MEAN

A verbal yes is not a real yes until money moves. Between the call and the payment, this is what happens:

- The excitement of the conversation fades within hours. Doubt moves back in.
- They said yes to be agreeable — not because they were fully in.
- Someone else talked them out of it. A partner, a friend, their own fear.

The yes was real. But it was fragile. It needed to be locked right away. The gap gave doubt room to return.

■ WHAT MOST PEOPLE SAY — AND WHY IT KILLS THE SALE

"Hi just checking if you're still interested???"

Sounds unsure of your own offer.

"The spot is going to someone else if you don't pay today!!!"

Manufactured urgency after the fact. Feels manipulative.

"You committed to this." / "No rush, whenever you're ready!"

Guilt-based, or removes all urgency. Either way — usually means never.

"THEY SAID YES. BUT THE PAYMENT NEVER CAME."

■ THE BEST FIX — PREVENT THE GAP FROM EVER OPENING

Never end a sales call with "I'll send the payment link later."

"Great — let me send the link right now. Stay on the call with me while it processes."

Get them to pay while you're still there. The gap is where deals go to die.

■ IF THE GAP ALREADY HAPPENED

STEP 1 — ASSUME A TECHNICAL PROBLEM, NOT BAD INTENT

"Hey, noticed the payment didn't come through — everything okay on your end?"

STEP 2 — IF THEY GO QUIET, CALL. DON'T TEXT.

A call forces a real answer. A text is easy to leave on read for five days.

THE CONTRARIAN MOVE

One direct follow-up. Then let it go — and actually mean it.

"Hey — payment didn't come through, so I'm going to assume the timing wasn't right and open the spot back up. Door's open if that changes."

Then stop. No second message. Chasing tells every future prospect that your spots are always available, no matter what you say.

ONE LAST THING

These are not lines to memorize.

The real skill is understanding why each question works.

Once you understand the psychology — you stop needing scripts.

You start reading the customer instead of performing at them.

That's the difference between someone who handles objections — and someone
who never has to.

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