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| **Objection** | **Clues** | **Acknowledge and Disarm Prospecting** | **Acknowledge and Disarm Sales Meetings** |
| Busy, no time | Running frantic  Answer to “Are you ready for…?”  High level role | “I know you’re very busy. What’s the best way to get 15 minutes on the calendar for next week?” | “I know you’re busy, so I promise that we’ll be done by 10:30. In fact, I’ll set my phone alarm to 10:25.” |
| Happy with current provider | Stickers and signs around the property  Logo coffee cup, pens, etc, in their office  Any mention of their current provider | “It seems that you’ve done some work with XYZ Security. Would you be open to hearing how we’ve helped other property managers provide access control to multiple sites, or are you limited to working exclusively with XYZ?” | “Many of our customers had long time providers, but we offered a free audit to get our foot in the door. Many times it leads to more business, sometimes it doesn’t. Either way, they received a nice audit from us.” |
| No budget – nothing going on right now | Not engaged in your visit  Any sighs or comments about funding  Mention of “new system” | “We have a new video solution that’s been tailored for the healthcare industry. Can we schedule time to discuss? I know I’m catching you past budget season, but our meeting would just be me sharing this service with you for future projects.” | “As I mentioned, my goal today is to understand if our new video solution would be a good fit for a future project, and share some of the success we’ve had at other healthcare facilities.” |
| DIY | Small company  Mention of being handy and “doing it themselves”  No dedicated security department | “I’ve known some people who have installed their system on their own and have had success, and others that have been nightmares. Can we get some time on the calendar and I’ll be open with you on whether we can add value or not. I don’t want to waste your time or mine. | “I’ve known some people who have installed their system on their own and have had success, and others that have been nightmares. What are your thoughts?” |