

OBJECTION HANDLING — QUICK REFERENCE

# The 9 Most Common Objections. Answered.

**How to use this sheet:** When a prospect raises an objection, find the matching card below. Read the response naturally — adapt it to your own voice. Use the **tactic tags** at the bottom of each card as a mental cue for where the conversation needs to go.

**1** **OBJECTION:**  
*"It's too expensive."*

**YOUR RESPONSE:**  
 Totally fair — let's put it in context. If your average job is \$1,500 and Orbintra helps you close 3 more jobs a month, that's \$4,500 in new revenue against a \$497 cost. What does one extra closed job a month mean for you?

**ROI Anchor** **Math Close**

**2** **OBJECTION:**  
*"I need to think about it."*

**YOUR RESPONSE:**  
 I completely understand. What specifically do you want to think through? Most contractors say that once, and then I never hear back — and they find out later they were losing \$20–30K a month in the meantime. What's the one thing holding you back right now?

**Isolate Objection** **Urgency**

**3** **OBJECTION:**  
*"We've tried software before and it didn't work."*

**YOUR RESPONSE:**  
 That makes total sense — most software requires you to set it up, learn it, and maintain it yourself. Orbintra is different: we build the entire system for you in under 14 days. What software did you try before?

**Differentiate** **Done-For-You**

**4** **OBJECTION:**  
*"I don't have time to set this up."*

**YOUR RESPONSE:**  
 That's exactly why we exist. You don't set up anything. We do the entire build — all 7 automations, fully branded, connected to your lead sources. Your only job is a 60-minute kickoff call. Everything else is on autopilot.

**Remove Friction** **DFY Close**

**5** **OBJECTION:**  
*"I'm not a tech person."*

**YOUR RESPONSE:**  
 Perfect — neither are most of our clients. You won't be touching any software. We build it, test it, run it. You get a simple dashboard that shows you what's happening. If anything ever needs changing, we'll handle it.

**Reassure** **Simplify**

**6** **OBJECTION:**  
*"Can I just do this myself with other tools?"*

**YOUR RESPONSE:**  
 You could piece something together — but you'd need to connect 6–8 different platforms, build all the automations yourself, and maintain it every month. Most contractors spend 40+ hours and still end up with gaps. We've already built and tested the system. Why start from scratch?

**Cost of DIY** **Time Value**

**7** **OBJECTION:**  
*"What if it doesn't work for my business?"*

**YOUR RESPONSE:**  
 Great question — let's look at what "working" means for you. Give me your weekly lead volume and average job value. I'll show you the math right now. And the first month is completely free. If you don't see results before you pay a single dollar, we want to know why.

**De-Risk** **ROI Calc**

**8** **OBJECTION:**  
*"I need to talk to my partner / accountant first."*

**YOUR RESPONSE:**  
 Absolutely — that's the right move. Let me send you the ROI calculator and the case study from a roofing contractor who added \$47K a month. It'll give them the numbers they need. Can we schedule a quick call this week?

**Include Stakeholder** **Next Step**

**9** **OBJECTION:**  
*"Now's not a great time — maybe next quarter."*

**YOUR RESPONSE:**  
 I hear that a lot — and I'll be honest with you: the contractors who wait a quarter are usually losing \$15–30K a month while they wait. The first month is free and we go live in 14 days. Can we schedule a call today to say yes today instead of in 90 days?

**Delay Cost** **Future-Pace**

**CLOSING MINDSET — KEEP THIS IN YOUR HEAD ON EVERY CALL**

- 1 Silence is your friend.**  
After asking a closing question — stop talking. The first person to speak loses.
- 3 Send the case study same day.**  
After any "let me think about it" — send the roofing case study within 2 hours.

- 2 Isolate before you answer.**  
Always ask "is that the only thing holding you back?" before responding to an objection.
- 4 Always lock in the next step.**  
Never end a call without a specific date and time for the follow-up. "I'll follow up soon" is not a next step.

**Remember:** You are not overcoming objections — you are **understanding** them. Every objection is a question in disguise. Answer the real question.

**Resources:** ROI Calculator · Case Study · Product Overview · [orbintra.com](https://orbintra.com)