



5 Cold Call Objection Talk Tracks

Orum x 30 Minutes to President's Club

What's going on folks! It's Armand Farrokh here, crashing the Orum party.

Openers are important. A tight value prop is key. But the reality is: once you get past the first 30-45 seconds, objections are where the call really begins.

What's critical is that you have a **framework to handle any objection**, then have some quick talk tracks you can pop-in and practice so it becomes second nature.

So here's what we've got in store today:

1

The Mr. Miyagi Framework: A framework we'll use to handle ANY objection.

2

Five Cold Call Objections: We'll handle five common objections using the framework above:

- a. No budget
- b. Call me in 6 months
- c. Send me some information
- d. I have it taken care of
- e. Not interested

Let's get it.

About Orum

For the people who love having 1-2 people pick up your cold call in an hour while you endure horrendous elevator music, busy lines, and voicemails... this might not be for you.

But for everyone else, Orum removes the aspects of calls you hate. It detects voicemails, filters out bad numbers, and navigates phone directories so you can have 5x the conversations.

And by the way, Orum put some stellar videos together on many of these (and others that aren't on this list of 5) and you can catch those [here](#).

The Mr. Miyagi Framework

Most people fail to recognize that from the moment you call a prospect, they're trying to get off the phone. **So fighting, pushing, pitching, or selling value only increase this level of reactance.**

Instead, we're going to handle objections like Mr. Miyagi. Wax on. Wax off.

In other words, we're not going to block the punch. **We're going to absorb the direction of the punch, change the direction of it, and redirect the momentum out of harm's way.**

Here's what that means practically in the world of sales in 3 steps:

1: Agree With the Objection

What to do	This Might Sound Like
<p>Instead of immediately trying to prove why their objection is wrong or why your product can overcome their objection...</p> <p>Try agreeing with the objection and join the resistance.</p> <p>This puts their guard down and slows the momentum of the punch.</p>	<p>If you get the "no budget" objection, you might say something like...</p> <p><i>I hear you on that. With everything happening right now, asking to keep a tool is already tough, let alone asking to look at a new one.</i></p>

2: Pull More Information

What to do	This Might Sound Like
<p>Now, we need to pull more information to redirect the punch.</p> <p>The goal is to incentivize them (usually by saying no one else will call you after this) to share more info about their current situation, withholding your urge to 'handle' the objection.</p> <p>We'll use this information to handle the objection, or sell the meeting in the final step.</p>	<p>Using the same "no budget" objection, you might say something like...</p> <p><i>Just so I make sure no one reaches out to push the envelope when budgets are tight... could I ask if budgets are on a complete freeze indefinitely?</i></p> <p><i>Or is it that you're waiting for the next budgeting cycle?</i></p>

3: Sell the Meeting

What to do	This Might Sound Like
<p>At last, we can "handle" the objection...</p> <p>But we're not going to sell the product. We're going to sell what they're going to get out of the meeting even if they never bought.</p> <p>We're selling them on window shopping. We're selling them on the test drive. Not on the car.</p> <p>You can sell them when they love the test drive.</p>	<p>Using the same "no budget" objection, you might say something like...</p> <p><i>It sounds like you all aren't gonna buy this right now. I'd be thinking the same.</i></p> <p><i>Hey, no pressure, but would it be a crazy idea to walk you thru a 15 minute harbor tour on a day that's a bit lighter for you, just so you know what's out there?</i></p> <p><i>Not for now, but maybe for when budgets free up one day.</i></p>

The Objections

Alright, now that we have the Mr. Miyagi framework, we're gonna use it to handle FIVE objections back to back. Let's get into it.

1: No budget

Let's start with the example we used during the framework. The goal here is to agree hard with the fact that buying another tool right now is ridiculous. We'll convince them on that live after doing a great discovery call and demo, but not now.

1: Agree with the objection	2: Pull more information	3: Sell the meeting
I hear you on that. With everything happening right now, asking to keep a tool is already tough, let alone asking to look at a new one.	Just so I make sure no one reaches out to push the envelope when budgets are tight... could I ask if budgets are on a complete freeze indefinitely? Or is it that you're waiting for the next budgeting cycle?	It sounds like you all aren't gonna buy this right now. I'd be thinking the same. Hey, no pressure, but would it be a crazy idea to walk you thru a 15 minute harbor tour on a day that's a bit lighter for you, just so you know what's out there? Not for now, but maybe for when budgets free up one day.

2: Call me in 6 months

The reality with this one is nothing is going to change in 6 months. **So you want to release the pressure of buying today (the root of the objection) so that they take the meeting to learn a bit more,** then it's on you to find enough pain to make this a problem they need to solve today.

1: Agree with the objection	2: Pull more information	3: Sell the meeting
I totally get it. I called you out of the blue and I should've figured that the timing wasn't gonna be right.	Just so I don't look like a fool when I reach back out, could you give me a sense of what's happening in 6 months just so I can jot it down and reach out more thoughtfully next time?	Hey I'd be thinking the same. My guess is you all aren't gonna buy something like this for 6 months. Hey, no pressure, but would you be completely opposed to taking a look at this thing for 15 minutes on a lighter day, just so you know what's out there? If nothing else, you won't have to do the whole dog and pony show in 6 months when the schedule frees up.

3: Send me some information

“Send me some information” is really quite similar to “call me in 6 months” because no one is going to read the information. So you want to use the information they request **to give them perceived control in a live conversation** where they can get that information in 5 minutes and leave if it’s not up to par.

1: Agree with the objection	2: Pull more information	3: Sell the meeting
<p>I totally get it. I’m the kind of person who needs to read up on something before I buy it too.</p>	<p>Just so I don’t send something that’s completely irrelevant, did you have something in mind?</p>	<p>Hmm. Hey, you know, I’m always happy to send something. But the reality is, by the time you take 5 minutes to read the thing I send, I could have probably walked you through what this thing looks like live, and then you’d know whether or not it’s even moderately relevant.</p> <p>I’ll still send you an overview, but opposed to me giving you a 5 minute harbor tour next week and you can tell me if it’s even worth looking at more?</p>

4: I have it taken care of

People make the mistake of trying to memorize every existing solution and competitor. **You can handle most competitors or existing solutions with social proof, even if you don’t know a thing about the competitor.** Using the car analogy, we’re simply going to ask if we can share live why other people who drive your car switched to our car.

1: Agree with the objection	2: Pull more information	3: Sell the meeting
<p>Ah, bummer. Yeah I figured, I’d be shocked if you didn’t have something like that in place.</p>	<p>Just so I make sure no one reaches out... I guess.. Would you be completely against sharing what you’re using and if you’re at a 6/10 or a 10/10 with them?</p>	<p>Well, I’ll be honest. 7/10 times it doesn’t make sense to switch.</p> <p>But hey, *every once in a while* we get customers switching to us from them.</p> <p>Anyway we could take 15 minutes (not now, but next week) to give you an idea of when it made sense for them, and if nothing else you’ll know what’s out there to keep the other guys honest?</p>

5: Not interested

This is a tricky one. The key with “Not Interested” is to recognize that it isn’t a real objection, it’s a swat. The goal is to get to the real objection.

So we’re actually going to **stop this objection at step 2, then repeat the Mr. Miyagi framework again when we get the real objection.**

1: Agree with the objection	2: Pull more information	3: Sell the meeting
Ah, I should’ve known! I guess you would’ve requested a demo by now instead of waiting for someone to cold call you.	Just so I make sure no one reaches out... could I ask what it is? Is it that it’s just not a priority, you have something in place, or maybe my cold calling’s just a bit off today?	n/a – you should get a good laugh out of that last line and the real objection. Bring that real objection back to step 1 in the Miyagi framework and run it all over again.

And that’s a wrap folks!

Those objection talk tracks aren’t gonna use themselves, **so go put ‘em to work!**

If you’re not on Orum, it might take an hour to get two practice runs in.

But if you want to turn that into 10...

You should probably check them out [here!](#)

Cheers,
Armand

