

Objection Library

All 16 objections from the Defensible Script, in script order. Each one: patient says → physician responds → underlying principle → what is forbidden to say. Memorize the principle, not the words.

"We do not sell software. We diagnose operational disease and prescribe treatment."

DOCUMENT

2 of 3 · Objections

ALIGNED TO

Script 2026.05-R (Defensible)

AUDIENCE

SDR / TCES (L1–L2)

OWNER

SGC Founder & CEO

REVIEW CYCLE

Every 6 months

COMPANION DOCUMENTS IN THIS SERIES

1. **Openers Library** (separate file) — 5 channel openers + 10 sector symptom hooks + re-engagement openers
2. **Objection Library** (this file) — 16 objections with patient says / physician responds / principle / forbidden trap
3. **Question Library** (separate file) — 7 stages of diagnostic questions, 40+ questions total, quick-reference card of the 8 that matter most

How to use this library

Objections are organized exactly as the script numbers them (1–16). For each: the patient's exact words → the physician's response → the principle being applied → what is **forbidden** to say.

All numbers, claims, and tiers referenced are from `sgctech.ai` published pricing and the Defensible Script. Do **not** invent figures.

Every response must reinforce physician identity. Replace any leftover sales vocabulary (pitch, close, deal, buy) with the clinical equivalent on the spot.

ALL 16 OBJECTIONS

1. Opening resistance
2. "I need to check with my partner / CFO / board"
3. "Just send me information first"
4. "We already use Tally / QuickBooks / Zoho / Odoo"
5. "We're too small for Odoo / enterprise software"
6. "We don't have budget right now"
7. "Why is the monthly subscription mandatory?"
8. "We tried Odoo / automation before and it failed"
9. "Can we do this next month?"
10. Patient no-shows the Discovery
11. "Looks complicated for my team to use"
12. "It's too expensive"
13. "I need to discuss with my partner"
14. "Can you give us a discount?"
15. "Let me think about it"
16. Patient goes quiet after Order Form (ghosting)

IF THEY SAY...

"I'm busy / not a good time."

YOU ANSWER...

"Understood, Sir — and that's often exactly why these calls matter, because manual admin is what eats the week. Ninety seconds: most mid-market firms here run on a mix of Excel, Tally, and WhatsApp. If that's familiar, I can show you where the gaps usually cost money. Ninety seconds now, or shall I call back at a set time — today 3 PM or tomorrow 10 AM?"

IF THEY SAY...

"Not interested."

YOU ANSWER...

"Fair enough. One honest question before I go: is it because your operations already run smoothly with no manual work — or because you've been pitched by ERP firms that over-promised and disappeared?" → branch by answer (see script).

IF THEY SAY...

"Remove me / don't call again."

YOU ANSWER...

"Absolutely, Sir. Quick check before I close your file — is it not relevant, or just bad timing?" → if "not relevant": remove, no argument. If "bad timing": "Should I follow up in three months, or never?"

Principle: Surface the real reason. Never argue. Always offer a specific reschedule (date + time), never "call me when free."

Forbidden: "Trust me, this is worth it." / Pushing past a removal request.

OBJECTION 2**"I need to check with my partner / CFO / board"****WANTS TO LOOP THEM IN NOW****YOU ANSWER...**

"When the financial decision-maker isn't in the first conversation, we end up repeating the whole analysis twice and details get lost. Two options: bring them in now, or schedule a 30-minute Discovery this week when you can both join."

PREFERS TO SCHEDULE JOINTLY**YOU ANSWER...**

"Let's lock 30 minutes when you and [partner] can both join. Thursday 11 AM or Friday 3 PM? What's their email — I'll send a calendar invite to you both in the next few minutes."

WON'T BRING DECISION-MAKER (LAST RESORT)**YOU ANSWER...**

"If you see value today, will you champion this to [decision-maker] and bring me in to present within 7 days?"

Principle: Framed as efficiency for them, not pressure. Capture the second email.

Golden rule: If you can't get the actual signer within 2 attempts, **do NOT** run a full Discovery. Mark for 30-day follow-up.

OBJECTION 3**"Just send me information first"**

"SEND ME A DECK / BROCHURE."

YOU ANSWER...

"I can send our company profile, absolutely. But a generic deck won't tell you what's actually wrong with YOUR setup. That's why we offer a paid Rescue Audit — from AED 5,000, 50% credited back if you proceed within 90 days. You get a written findings report and a top-ten fix list either way. Shall I send the audit scope, or would a 30-minute Discovery first be easier?"

STILL INSISTS ON INFO ONLY

YOU ANSWER...

"Of course — I'll send our company profile and the three-layer pricing overview today. Let's tentatively pencil Tuesday 2 PM so you've had the weekend to review. If it's not relevant after reading, just cancel. Fair?"

Principle: Replace a vague brush-off with a concrete, real next step. Never "just info" with no calendar hold.

Forbidden: Sending a 40-slide deck with no follow-up commitment.

OBJECTION 4**"We already use Tally / QuickBooks / Zoho / Odoo"**

"WE'VE ALREADY GOT A SYSTEM."

YOU ANSWER...

"Great — that means you already value systems. Honest question: is it handling 100% of your operations, or do you still fall back on Excel and WhatsApp for the parts it doesn't cover — commissions, multi-warehouse, document extraction, lead routing?"

"WE'RE ON ODOO ALREADY AND IT'S A MESS."

YOU ANSWER...

"That's the most common reason people call us — an Odoo set up by a generalist and never configured the way a finance team needs. Our Rescue Audit is built for exactly this: a forensic review from AED 5,000, with 50% credited back if you proceed. Want me to send the scope?"

Principle: We make no claim their current tool is bad. We ask where the gaps are and let them tell us.

OBJECTION 5**"We're too small for Odoo / enterprise software"**

"ODOO SOUNDS LIKE OVERKILL FOR OUR SIZE."

YOU ANSWER...

"Actually, that's why our Starter tier exists — AED 15,000 to build, AED 1,500 a month for the platform, up to 10 users, live in 2–3 weeks. Smaller teams often feel the benefit faster because every hour saved is a bigger share of your capacity. Want to see how Starter would map to [Company]?"

Principle: Match the tier to the patient's actual size. Every figure quoted is from published pricing — no payback promise.

OBJECTION 6**"We don't have budget right now"**

"NO BUDGET AT THE MOMENT."

YOU ANSWER...

"Appreciate the honesty. The Discovery call is free, no obligation. And on budget — you mentioned roughly AED [X] a year going into manual admin time. Our Growth tier is AED 22,000 to build plus AED 2,500 a month, so about AED 52,000 in year one. I'm not going to promise you a specific return — that depends on your numbers, which we'd model together — but the point is you may be spending more on inefficiency than the system costs. Thursday 11 AM or Friday 3 PM?"

Principle: No invented ROI. Only comparison is their own confirmed figure vs. published price. Decline to promise a number you can't model.

Forbidden: "You can't afford NOT to do this." / Fabricated payback periods.

OBJECTION 7**"Why is the monthly subscription mandatory? Feels like a trap."**

"I DON'T WANT TO BE LOCKED INTO A MONTHLY FEE."

YOU ANSWER... (THE HONEST BUNDLE EXPLANATION)

"Fair question, and I'll be transparent. A lot of firms here sell a one-time install and disappear — six months later the system breaks, compliance rules change, AI credits run out, and you're stranded. We won't do that. The subscription is real recurring infrastructure: managed hosting, daily encrypted backups, security patching, UAE compliance updates (VAT, Corporate Tax, e-invoicing), AI credits, 24/7 monitoring, quarterly health reports, and SLA-backed support. None of that is free for us, and none of it is optional for you. We bundle it honestly into one fee instead of nickel-and-diming you later — which is why we sign a 12-month minimum. It's a partnership, not a transaction."

Principle: This is the strongest, most honest part of the model — lean into it. Every item listed is a real deliverable on the pricing page.

Forbidden: "The subscription is optional." / "You can cancel anytime." (Both are false.)

OBJECTION 8**"We tried Odoo / automation before and it failed"**

"LAST VENDOR OVER-PROMISED AND DISAPPEARED."

YOU ANSWER...

"Sorry to hear that — it's painfully common. Tell me what went wrong specifically?"
[Listen — they tell you exactly what to avoid.] "That's precisely why we work differently: we're finance practitioners, not generalist developers, so we configure for how books actually close; we sign a contracted SLA with response times in writing; we bundle hosting, AI, compliance and support into one transparent fee — no surprise bills; and we start with a paid Rescue Audit, so you see exactly what you're getting before committing to a build. Thirty minutes — if you see the same red flags, end the call."

Principle: All four differentiators (practitioner team, SLA, bundled fee, paid audit) are real and stated on the site. We make no success guarantee.

OBJECTION 9**"Can we do this next month?"**

"LET'S PUSH TO NEXT MONTH."

YOU ANSWER...

"I understand. The Discovery itself doesn't commit you to anything — it just gives you the data to decide whether to start this month or next. We do keep our implementation slots limited to protect delivery quality, so doing the Discovery this week simply keeps your options open. Worth 30 minutes this week so you can choose with the full picture?"

Principle: No fake "AED X/month leaking" urgency. The honest lever is "keep your options open" + genuine capacity limits, not manufactured fear.

OBJECTION 10**Patient no-shows the Discovery****PREVENTION — 24H WHATSAPP****ACTION**

"Hi Mr. [Name], confirming our Discovery tomorrow at [time]. I've prepared a workflow map for [Company] based on what you shared — looking forward to walking you through it. Zoom link: [link]. See you then. — [Your Name], SGC Tech"

WITHIN 5 MIN OF NO-SHOW**ACTION**

"Hi Mr. [Name] — [Your Name] from SGC Tech. We had Discovery scheduled at [time] — everything okay?" [They apologise.] "No problem. I'd hate for the prep to go to waste. Tomorrow same time, or this afternoon at 3 PM?"

Principle: Calm, no guilt-tripping. One re-offer, then stop.

Rule: After 2 no-shows, stop chasing. Mark for 3-month follow-up.

OBJECTION 11**"Looks complicated for my team to use"**

"MY STAFF AREN'T TECHNICAL — THIS LOOKS HARD."

YOU ANSWER...

"Fair concern. What looks complex on this admin view is what your team won't see day-to-day. [Show clean user screen.] This is what they use — one screen, a search bar, a few buttons. Our Growth build includes training sessions and recorded videos, and onboarding usually takes a couple of weeks of part-time use before staff are comfortable. We'll be there through the 14-day hypercare period too."

Principle: Training sessions and 14-day hypercare are real, published inclusions. No invented onboarding statistics.

OBJECTION 12**"It's too expensive"**

"THAT'S A LOT OF MONEY."

YOU ANSWER...

"Let me put it in context. Growth is about AED 52,000 in year one — roughly AED 142 a day across the year. You told me you're spending around AED [X] a year on manual admin today. I'm not going to claim the system erases all of that — but it's worth weighing AED 142 a day against the cost you can already see. And if budget timing is the real issue, the Rescue Audit is a smaller first step that we credit back. Which feels more useful — start with the Audit, or go straight to the Growth build?"

Principle: Per-day figure is just arithmetic on published pricing. We explicitly say "weigh it" — never "the system erases your cost."

OBJECTION 13**"I need to discuss with my partner"**

"LET ME TALK TO MY PARTNER FIRST."

YOU ANSWER...

"Absolutely — and I'll make it easy. I'll send you a one-page summary today: the problem (the manual-admin cost we calculated), the solution (Growth tier + what the SLA covers), the cost (AED 52,000 year one), and the risk side (12-month term, payment milestones, what happens if we miss go-live). Tomorrow at 11 AM, let's do a 15-minute joint call — you, your partner, and me. Same time work for both? I'll prepare the Order Form so you don't lose momentum if you both agree."

Principle: The summary contains only real, modelled-together figures and published terms — no inflated claim to "sell" the partner.

OBJECTION 14**"Can you give us a discount?"**

"WHAT'S YOUR BEST PRICE?"

YOU ANSWER... (VALUE OVER DISCOUNT)

"Appreciate the ask — it's a normal UAE conversation. Implementation: up to 5% off on annual prepay or a strategic reference logo. Platform Subscription: not discounted — it's real infrastructure cost and we don't game the model, because that's how vendors end up cutting corners on hosting or support. What I can do is add genuine value — extra training, priority support, a custom reports pack — at no extra cost if you sign by [Friday]. Want the Growth package with those included?"

THEY PUSH HARDER.

YOU ANSWER...

"I can take 5% off implementation if you sign annual prepay on the subscription — that's a real saving on both, plus the value-adds. Beyond that I'd need founder sign-off, and honestly I'd rather earn your trust by delivering than by discounting. Deal?"

Principle: Discount limits match the model. Honesty about why the subscription isn't discounted is more persuasive than caving.

Rules: Never discount the subscription below the prepay rate. Anything beyond ~15% on implementation needs founder approval.

OBJECTION 15**"Let me think about it" (the real objection is hidden)**

"I'LL THINK ABOUT IT."

YOU ANSWER...

"Of course — but help me understand what specifically needs more thought. Is it whether we can deliver? Whether your team will adopt it? Whether the timing is right? Or the cost? Whatever the real concern is, I'd rather hear it now and address it honestly than have you sit on it for a month. What's the one thing holding you back?"

Principle: Surface the true objection rather than re-pitching with pressure. No fabricated "you're losing AED X every week you wait" urgency.

OBJECTION 16**Patient goes quiet after the Order Form (ghosting)****DAY 3 — SOFT NUDGE (WHATSAPP)****ACTION**

"Hi Mr. [Name] — just checking you received the Order Form and kick-off invoice? Any questions I can clear up? — [Your Name]"

DAY 5 — DIRECT CALL**ACTION**

"Mr. [Name] — following up on the Order Form. Is everything okay, or is there something I can help clarify?" If "still reviewing": "Understood — specific concern, or just buried in work? Quick note: to hold the [date] go-live, we'd need the Order Form signed and the 30% in by [date]; otherwise we'd slip to [next slot]."

DAY 7 — THE BREAK-UP EMAIL**ACTION**

Subject: Should I close your file? — "Dear Mr. [Name], I've reached out a few times since we agreed Growth tier. I'd rather get a clear answer than chase. If you've changed direction, reply 'CLOSE FILE' — no hard feelings, I'll follow up in three months. If you're still in but blocked, reply 'STILL IN' with the blocker and I'll fix it today. — [Your Name], SGC Tech"

Principle: The timing note is a true scheduling constraint, not a fabricated financial threat.

Rule: No reply by the deadline → mark "Closed Lost — Re-engage in 3 months." Move on.

Power phrases (memorize verbatim)

SITUATION	POWER PHRASE
Opening	"We're finance practitioners who've configured Odoo for over fifty UAE businesses."
Cost talk	"Let me do the math with you, not at you — these are your numbers."
ROI question	"I won't put an ROI percentage on it — your real return depends on how much time you reclaim, which we'll track together."
Subscription defence	"We bundle hosting, AI, compliance and support honestly into one fee — instead of nickel-and-diming you later."
Lowering risk	"Start with a paid Rescue Audit — half of it credits back if you proceed."
Doctrine re-anchor (once per call)	"We don't sell software. We diagnose operational disease and prescribe treatment."
Closing	"Two decisions today: Growth alone, or Growth + Silver Retainer? And Order Form by Friday, or early next week?"

The 5 things NEVER to say (doctrinal guardrail)

DON'T SAY	WHY
Any specific client revenue or "AED X billion processed"	Unverifiable — destroys trust the moment they ask for the source.
A fixed ROI % or payback period ("104% / 5.9 months")	Unverifiable. The real return depends on their adoption.
A pre-baked "you're losing AED 750K/year" figure	No owner misses a loss that size — reads as a sales fairy tale.
"The subscription is optional"	False — it's mandatory in our model. Defend it honestly instead.
"Trust me" / "to be honest..."	Both signal the opposite. Let the artefacts (pricing page, SLA, audit scope) do the work.

"We do not sell software. We diagnose operational disease and prescribe treatment."

