

PREQUAL

How to Respond to a Sales Rejection

#1 ACKNOWLEDGE THE REJECTION.

"I understand that you aren't in a position to make this sale right now."

"I understand that our pricing isn't in alignment with your budget."

"I understand that you currently don't have a need for these services."

"I hear that you aren't interested."

"I appreciate you taking the time to share that you aren't in the market right now."

"I understand where you're coming from."

#2 SEEK MORE INFORMATION.

"Do you mind sharing more information about what you aren't interested?"

"What would it take for us to find alignment on pricing?"

"Do you know who the right person is for me to connect with?"

"Is there anyone in your network you think I could help with my services/products?"

"What are your or your company's priorities right now?"

"What are your goals for the upcoming quarter/year?"

"What are the hurdles that could get in the way of meeting those goals?"

"Can you tell me more about how you plan to solve [pain point/problem] to meet your goals?"

"If money or resources weren't any object, would you be interested in our products/services?"

"When might you be in a position to make a sales decision?"

"What is preventing you from saying 'yes'?"

"Is there any more information you need that could help you sell this product/service to the final decision maker?"

"Which features of our product would be most helpful to you?"

"Is there something we could have done differently?"

#3 PROPOSE NEXT STEPS AND CONTINUE TO MOVE TOWARD AN ASL.

"Could we schedule some time to talk more about your goals and how I could help?"

"Could we connect again in a couple months?"

"I don't want to waste your time or mine. Would it be valuable for me to send you some additional materials about our products/services for you to review at your convenience?"

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EMAIL TEMPLATE

When responding to rejection in an email, you can include each of these components in the response. Here is a template that can be tailored depending on how much information the prospect provided with the rejection.

Dear [prospect],

Thank you for considering [company name]. I have appreciated getting to know more about you and your business. I understand that you aren't interested in our [product/service] right now. I appreciate the care with which you consider buying decisions.

I would love to know more about your business goals and needs. Could we schedule some time next [month/quarter] to discuss how I could provide value to your business? If so, there is anyone else who should be included in these discussions?

Kindly,

[Your name]

SCRIPTS FOR CONVERSATION OR CASUAL EMAIL:

"I've enjoyed working with you and seeing the positive results we were able to achieve. Is there anyone in your network who might also be looking for similar results?"

"Who do you like working with? Can you introduce me to them?"

"I enjoy working with you and I am focused on growing and attracting new clients like you. If you were me, what would you do?"

"I'm glad to hear that you've been happy with my work thus far. Would you be willing to share these sentiments with anyone in your network?"

"Thank you for the kind words of appreciation for the work we've done. Perhaps your colleagues, clients, or vendors might also benefit from these services. What do you think?"

"Did you know that we also offer [insert additional product/service]? Do you know anyone who might be interested in that?"

SCRIPT FOR SOCIAL MEDIA CONNECTION:

"I appreciated your recent [LinkedIn/Facebook/Instagram] post on [insert topic], and I noticed that [potential client's name] also seemed interested in the topic. I'm wondering if there might be an opportunity for you to connect me with them?"

SCRIPT FOR ASKING FOR A REFERRAL FROM A COMPETITOR:

"I've noticed that you focus on [insert specialty area], which is outside of my scope. I'd love to refer potential clients to you if you're interested, and perhaps you could refer me to clients for any work that is outside of your scope?"