



THE OBJECTION DRILL CARD

Pricing Practice for Intake & Sales Teams

PART 1 | HOW TO RUN THE DRILL

Ten minutes, once a week. One person plays the prospect and picks an objection from the card. The other handles it live. Rotate every round so everyone gets reps on both sides.

1. **Answer with a question.** Never with a number. The goal is to understand what's behind the pushback.
2. **Then stay quiet.** Count to five in your head. The prospect fills the silence, and that's where the real objection shows up.
3. **Score it.** Did they ask the question? Did they hold the silence? Did the fee stay where it was? Three yeses is a pass.

PART 2 | THE FIVE OBJECTIONS

WHAT THEY SAY	WHAT YOU ASK	WHY IT WORKS
"The other lawyer charges less."	"Then what made you keep looking?"	Shifts the frame from price to whatever the cheaper option was missing.
"Can you do anything on the price?"	"Which part of the plan would you like me to take out?"	Ties the fee to scope. Discounts come off the work, never off the value.
"That's more than I expected."	"What were you expecting, and what was that based on?"	Surfaces the anchor. Most expectations come from a Google search, and you can reset them.
"I need to think about it."	"Of course. What's the piece you're still weighing?"	Turns a stall into a specific concern you can actually address.
"I can't afford that right now."	"What would make this workable for you?"	Opens a payment structure conversation instead of a lower number.

House rule: nobody on the team lowers a fee on a call. If a discount ever makes sense, it comes from the owner, after the call, on purpose.

Your team holds the price exactly as firmly as they've watched you hold it.