

Objection and Rejection Playbook - RYNTEK.AI

Written in the voice of a top 1 percent closer

1. "I'm not interested."

Method 1 – Curiosity Frame: "I understand. Before I let you go, let me leave you with one question. Are you not interested because everything in your business is already automated and efficient, or because you haven't seen what's actually possible yet?" **Follow-up:** "Most businesses I speak with say the exact same thing before they realize our AI systems replace manual work, reduce costs, increase leads, and operate around the clock. If I could show you how that applies to your business in under ten minutes, would it be reasonable to book a quick discovery call?"

Method 2 – Risk of Missing Out Frame: "I get it. Let me ask – are you happy with your current results, or do you feel there might be missed opportunities your competitors could be taking advantage of?"

Method 3 – Value Discovery Frame: "Fair enough. Just so I understand, what would it take for you to consider a solution that saves time, captures more leads, and improves customer response?"

2. "We already have something in place."

Method 1 – Improvement Frame: "That's great. Most systems work partially. Let's see if we can improve efficiency without replacing what works. What are you using now?"

Method 2 – Comparison Frame: "Perfect. I'm not here to replace anything that works. I'm here to show you what can work better. Even a five percent improvement can be significant. Can we schedule a quick look tomorrow or the next day?"

Method 3 – Testing Frame: "Why not test our system side by side for 14 days and see the difference? No risk, only insight."

3. "It's too expensive."

Method 1 – Cost Comparison Frame: "Compared to hiring extra staff or lost revenue from missed opportunities, this actually costs less than doing nothing."

Method 2 – ROI / Value Frame: "Price only matters if value isn't clear. Let's focus on results. If it helps you capture one extra lead per week, it pays for itself."

Method 3 – Opportunity / Loss Frame: “Every day without automation is money and time lost. Can you afford to wait?”

Follow-up for all: “Let’s review the ROI specifically for your business. Ten minutes is all it takes.”

4. “I don’t have time.”

Method 1 – Time Savings Frame: “That’s exactly why you need this. Automation frees hours each week.”

Method 2 – Scarcity Frame: “The longer you wait, the more opportunities are lost.”

Method 3 – Efficiency Frame: “Ten minutes now can save weeks of work later.”

Follow-up: “What’s better, ten minutes today or tomorrow?”

5. “We’re happy with how things are.”

Method 1 – Competitive Edge Frame: “Those who stay ahead aren’t unhappy. They’re open to improvement. Shall we take a quick look?”

Method 2 – Incremental Improvement Frame: “Even small improvements can create measurable gains. Can I show you a 10-minute demo?”

Method 3 – Insight Frame: “No commitment needed. Just insight into what automation could do for workload, leads, or costs.”

6. “I need to talk to my partner or manager.”

Method 1 – Alignment Frame: “Perfect. Let’s schedule a call with all decision-makers present so nobody has to relay half the info.”

Method 2 – Information Frame: “I can provide a quick summary for your partner now, then follow up with a short joint call.”

Method 3 – Scheduling Frame: “When is a convenient time for both of you? Ten minutes is all it takes.”

7. “I’ve tried automation before and it didn’t work.”

Method 1 – Education Frame: “Most failures happen because the system was generic, poorly implemented, or unsupported.”

Method 2 – Customisation Frame: “Our systems are fully customised, tested, and maintained. What went wrong last time?”

Method 3 – Risk-Free Test Frame: “If I can show you a version that avoids those issues, would you consider a short discovery call?”

8. “Send some information by email first.”

Method 1 – Relevance Frame: “Happy to send info, but I want to ensure it’s relevant. Can I ask two quick questions first?”

Method 2 – Contextual Frame: “Once I know a bit more, let’s schedule a call to go over specifics.”

Method 3 – Combined Frame: “I’ll send a summary now, then a 10-minute call to clarify the fit. Morning or afternoon?”

9. “We don’t have the budget right now.”

Method 1 – Upside Frame: “Most businesses see savings or revenue gains in the first month.”

Method 2 – Scaled Solution Frame: “We can start small and scale once ROI is proven.”

Method 3 – Risk/Reward Frame: “The real question is whether you can afford not to explore this opportunity.”

Follow-up: “Let’s review the numbers on a call and see if it makes sense. No pressure if it doesn’t.”

10. “I’m not sure this applies to my business.”

Method 1 – Customisation Frame: “Every industry is different. That’s why we tailor the system to your workflows.”

Method 2 – Demo Frame: “Ten minutes and I can show exactly what applies and what doesn’t.”

Method 3 – Insight Frame: “No commitment. Just insight on how automation could fit your business.”

Rejection Handling

If someone says “No.”

Your mindset:

A “no” often means “not right now.” Your job is to leave them with confidence, not pressure.

Your line:

“No worries at all. I’ll check in again in a few weeks. If anything changes before then, feel free to reach out. And if you’d like, I can send you some relevant case studies so you can see how others are using AI to streamline their work.”

If someone goes cold or stops replying

Your follow-up sequence:

1. **Soft nudge:**

“Hey, just checking you still want me to send over the info you requested.”

2. **Value message:**

“Saw a business similar to yours implement automation and save around X hours weekly. Thought you’d find that interesting.”

3. **Breakup message:**

“I haven’t heard back so I’ll close your file for now. If you’d like to revisit automation or need help improving efficiency, I’m here.”

Tone and Delivery Guidelines

Speak like a confident, skilled advisor. Not a seller.

- Keep sentences clean and professional.
- Avoid hype.
- Focus on value, cost savings, time savings, and efficiency.
- Move every conversation toward a discovery call.

- Stay calm, always. The best closers don't chase; they control the frame.