

Battle Card Cheat Sheet - RYNTEK.AI

Purpose: Quick-reference responses for objections and rejections, written in the voice of a top 1% closer.

Core Objections & Multi-Angle Responses

1. "I'm not interested"

- **Curiosity:** "Are you not interested because your business is already efficient, or because you haven't seen what's possible yet?"
- **Risk of Missing Out:** "Are you happy with current results, or could your competitors be capturing opportunities you're missing?"
- **Value Discovery:** "What would it take for you to consider a solution that saves time and captures more leads?"

2. "We already have something in place"

- **Improvement:** "Most systems work partially. Let's see if we can improve efficiency without replacing what works."
- **Comparison:** "Even a small improvement can create significant gains. Can we schedule a quick look?"
- **Testing:** "Why not test our system side by side for 14 days and see the difference?"

3. "It's too expensive"

- **Cost Comparison:** "Compared to hiring staff or lost revenue from missed opportunities, this actually costs less than doing nothing."
- **ROI / Value:** "If it helps you capture just one extra lead per week, it pays for itself."
- **Opportunity / Loss:** "Every day without automation is lost revenue. Can you afford to wait?"

4. "I don't have time"

- **Time Savings:** "Automation frees hours every week. That's why it's worth a quick look."

- **Scarcity:** "The longer you wait, the more opportunities are lost."
- **Efficiency:** "Ten minutes now can save weeks of work later."

5. "We're happy with how things are"

- **Competitive Edge:** "Those who stay ahead aren't unhappy. They're open to improvement."
- **Incremental Improvement:** "Even small improvements can create measurable gains. Can I show a 10-minute demo?"
- **Insight:** "No commitment needed. Just insight on how automation could help."

6. "I need to talk to my partner or manager"

- **Alignment:** "Let's schedule a call with all decision-makers present so nothing gets lost in translation."
- **Information:** "I can provide a quick summary, then a short joint call."
- **Scheduling:** "When is convenient for both of you? Ten minutes is all it takes."

7. "I've tried automation before and it didn't work"

- **Education:** "Most failures happen because the system was generic or unsupported."
- **Customisation:** "We tailor everything to your workflow to avoid past issues."
- **Risk-Free Test:** "Would you consider a short trial to see it in action?"

8. "Send some information by email first"

- **Relevance:** "I want to ensure info is useful. Can I ask two quick questions first?"
- **Contextual:** "Once I know more, let's schedule a call to review specifics."
- **Combined:** "I'll send a summary now, then a short call to clarify fit. Morning or afternoon?"

9. "We don't have the budget right now"

- **Upside:** "Most clients see savings or revenue gains quickly."
- **Scaled Solution:** "We can start small and scale once ROI is proven."

- **Risk / Reward:** "The real question is whether you can afford not to explore this opportunity."

10. "I'm not sure this applies to my business"

- **Customisation:** "We adapt the system to fit your unique workflows."
- **Demo:** "Ten minutes and I can show exactly what applies and what doesn't."
- **Insight:** "No commitment. Just insight on how automation could fit your business."