



SALES LIBRARY

# 7 Questions to Address Cost & Fee Objections

*Turning price into value, one conversation at a time*

When a prospect raises **cost or fees**, they haven't yet seen the value. These seven responses move the conversation from **price to worth**.

## 01 What does it cost you to stay where you are?

Reframes the conversation from the price of acting to the price of inaction. Most prospects only weigh the cost on the invoice and ignore the cost they're already paying every day they don't solve this.

## 02 Cheap is easy to find. Results are not.

Separates price from value in one line. Anyone can be cheap. Position yourself on the side of the outcome, not the discount.

## 03 The price is what it is. What you're really asking me is, is it worth it?

Removes the negotiation and surfaces the real question underneath the objection. Now you can sell the worth instead of defending the number.

## 04 You're not paying for this, you're paying for what happens after this.

Shifts the focus from the transaction to the transformation. They aren't buying the thing; they're buying the result the thing delivers.

## 05 I'm not here to be the cheapest option. I'm here to be the last one you ever need.

Confident positioning that turns a higher price into a promise of finality. Frames you as the solution that ends the search.

## 06 People who make this decision on rate and cost normally end up doing it twice, and incurring the cost a second time.

Introduces the risk of the cheap choice. The lowest bid is rarely the lowest total. Doing it twice always costs more than doing it once right.

## 07 If cost or fees is the only thing standing between you and solving your problem, let's talk about what this problem is costing you.

A closing pivot. Isolates price as the final objection, then redirects to the value of the solved problem. If price is the only barrier, the sale is already yours.