AgencyGod

THE FREE FIELD MANUAL

AGENCY GROWTH · THE CLOSE

The Objection Handling Bible

Close 1 in 3 deals you are losing right now with the exact **90 seconds of words** for the 8 objections that kill most agency sales. **24+ word-for-word scripts**, the Feel-Felt-Found framework, a cost-of-inaction calculator, a 5-touch follow-up cadence, and a one-page cheat sheet to keep open on every call.

The Acknowledge-Isolate-Reframe-Close loop

8 objection chapters

24+ scripts

Feel-Felt-Found

One-page cheat sheet

A field manual from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid $10,000

AN OBJECTION IS NOT A NO

You are not losing on price. You are losing in the 8 seconds after they push back.

Every call ends the same way. "This sounds great, let me think about it and get back to you." Then they ghost you for three weeks.

You close maybe 1 in 5 of the calls you should be winning. The leads are fine. The budget is there. The problem is the 8 seconds after they say "too expensive" or "I need to talk to my partner." You freeze, you start discounting before they push back, or you just agree to "send a proposal" and never hear back. The objection itself does not kill the deal. **Your silence does.**

THE UNCOMFORTABLE TRUTH

An objection is a buying signal, not a brush-off. Deals where a prospect actually voices a concern close roughly **30% more often** than the polite ones who nod and vanish. The prospect who says "too expensive" is still in the room. The one who says nothing already left. The only thing that decides which way it goes is whether you have the next sentence ready before they finish theirs.

Stop improvising on the call.
Start running the script.

This manual gives you the exact words. Not "build rapport" or "address their concerns." The literal sentences, at three levels of assertiveness, for the 8 objections you hear on repeat. Memorize the loop on the next page, then steal the scripts. Keep the cheat sheet on page 13 open during every call.

56%
Of "no decision" losses come from buyer indecision, not the competition
The JOLT Effect, 2.5M+ conversations

74%
Of every objection you face comes from just the top 5 stalls
Gong Labs, 300M+ analyzed calls

5+
Follow-up touches most deals need before a yes
Invesp follow-up statistics

THE CORE LOOP

Four moves. Memorize them once, run them on every objection.

Every script in this manual is built on the same four-step loop. When you blank on a call, fall back to this order and you will never freeze again.

STEP 1
Acknowledge
Agree with the emotion, never the conclusion. Drop their guard so they stop defending.

→

STEP 2
Isolate
Pin down whether this is the only thing in the way, or a polite cover for something else.

→

STEP 3
Reframe
Move them off the thing they fear and onto the cost of doing nothing.

→

STEP 4
Close
Ask for one clear, low-friction next step. Always end on a question.

Say it to yourself before any call: **Acknowledge, Isolate, Reframe, Close.** The acknowledge step is the one most owners skip, and it is the one that matters most. The second a prospect feels heard, they stop arguing and start listening.

THE FEEL-FELT-FOUND FRAMEWORK

The three-sentence pattern that handles half your objections.

When you do not know what to say, say this. It acknowledges the emotion, borrows social proof, then redirects to the outcome. Fill the blanks with a real client.

FEEL
"I understand how you feel."
Validate the emotion first. You are agreeing they are right to be cautious, not that they are right to walk.

FELT
"Others felt the same."
Borrow proof. They are not the first to hesitate, and the people who hesitated are now your best clients.

FOUND
"Here is what they found."
Redirect to the result. A specific before-and-after beats any adjective you could reach for.

THREE SCRIPTS, WORD FOR WORD

The same pattern, dropped onto your three hardest objections.

Read these out loud. Swap the bracketed parts for your own niche and a real client, and you have three closes ready before your next call.

APPLIED TO: "IT'S TOO EXPENSIVE"

Feel: "I get it, $ 5,000 a month is real money and I would want to be sure too."
Felt: "Honestly, almost every client we have now said the exact same thing on this call."
Found: "What they found was that one new client we landed them in month one was worth $ 12,000 , so the retainer paid for itself before they ever cut a second check. Want me to show you the math on your numbers?"

APPLIED TO: "WE TRIED AN AGENCY BEFORE AND GOT BURNED"

Feel: "I completely understand. Getting burned by an agency is the worst, and it makes total sense you are guarded."
Felt: "Most of the clients I work with came to me feeling exactly that. One of them had paid $ 3,000 a month for a year and got nothing but a report full of impressions."
Found: "What they found different here is we put $10,000 on the line. You get the result or you get paid. The last agency never did that, did they?"

APPLIED TO: "WE CAN JUST DO THIS IN-HOUSE"

Feel: "That is fair, and you absolutely could. You know your business better than anyone."
Felt: "A lot of owners I work with started right there, trying to run it themselves between everything else on their plate."
Found: "What they found was it was not a knowledge problem, it was a time problem. The 3 months they spent figuring it out cost more in missed clients than a year of working with us. What is your time actually worth right now?"

> **Acknowledge the emotion. Never acknowledge the conclusion.**

That is the whole trick. "I understand how you feel" agrees they are right to be cautious. It does not agree that walking away is the right move. You keep the relationship warm and the door open in one sentence, then you redirect to a number they cannot argue with. Now the 8 chapters, each with three scripts at rising assertiveness.

CHAPTERS 1 & 2 OF 8

1 "It's too expensive."

Their real fear: not the number, the risk. They are scared of paying and getting nothing back, like last time. Price is the thing they say out loud because "I do not trust this will work" is too awkward.

SCRIPT A Soft / isolate	"Totally fair. Quick question so I do not waste your time: **is it expensive against your budget, or expensive against what you think you will get back?** Because those are two very different conversations."
SCRIPT B Reframe	"I hear you. Let me reframe it. At $5,000 a month that is about **$230 a working day.** One client like the ones we land is worth far more than that. So the real question is not whether it is expensive, it is whether we can land you one. Want me to show you how we would?"
SCRIPT C Assertive / risk-flip	"Expensive compared to what? Doing nothing for another six months is the expensive option. We put $10,000 on the line so the only way this costs you is if it works and you still refuse to pay. Where is the risk for you, exactly?"

2 "I need to think about it."

Their real fear: indecision, which drives roughly **56% of stalled deals.** "Let me think" almost never means "I will think." It means there is one unanswered question and they are too polite to say it. Your job is to surface it now, on the call, not in three weeks of silence.

SCRIPT A Soft / surface it	"Of course, this is a real decision. Just so I leave you with the right information: **what specifically do you want to think through?** Is it the price, the timing, or whether it will actually work for you?"
SCRIPT B Reframe	"Makes sense. In my experience, 'let me think about it' usually means one of three things is still fuzzy. Let us not let you leave with a question I could answer in 60 seconds. **What is the one thing you are least sure about?**"
SCRIPT C Assertive / pilot	"Here is what I would do in your shoes. Instead of sitting on it, let us de-risk it. Start with a **30-day pilot** so you are deciding on results, not on a pitch. If it does not move, you walk. Fair?"

CHAPTERS 3 & 4 OF 8

3 "I need to talk to my partner."

Their real fear: usually a hidden decision-maker, and it is expensive. Most post-proposal deals that go quiet on bigger deals trace back to a partner or boss who was never in the room. If you let them leave to "talk to the partner," you are now pitching a deal through a champion who cannot pitch.

SCRIPT A
Soft / qualify

"Smart to loop them in. **If it were just your call, would you move forward today?** I ask because it tells me whether you are sold and just need their sign-off, or whether you still have questions too."

SCRIPT B
Arm the champion

"Let us make that conversation easy for you. **What will your partner's first objection be?** Let us answer it now, so you are not stuck defending a plan you did not build. Better yet, can we get them on a 15-minute call so they hear it from me?"

SCRIPT C
Assertive / get them in the room

"Honestly, the worst outcome is you pitching this secondhand and it dying in translation. Let us put 15 minutes on the calendar with all three of us this week. I will answer their hard questions directly and you do not have to be the messenger. Thursday or Friday work?"

4 "Just send me a proposal."

Their real fear: none, this is a soft exit. You spend four hours on a PDF, send it into a black hole, and never hear back. A proposal nobody reviews with you is where deals go to die. The move is to turn the document into a scheduled call. Full counter on page 11.

SCRIPT A
Soft / attach a call

"Happy to. Proposals land way better when I walk you through it live, so it is not just a wall of pricing. **Let us grab 15 minutes once you have had a look.** Does Wednesday or Thursday work better?"

SCRIPT B
Isolate

"I can do that. So I send the right thing and not a generic template: **what would need to be in it for you to say yes?** If it is in there, are we doing this?"

SCRIPT C
Assertive / earn the doc

"I will be straight with you. I have sent a lot of proposals into the void and it helps nobody. I will build you a real one, but only if we book the review call now. If you are not ready to put 15 minutes on the calendar, you are not ready for the proposal. Fair enough?"

CHAPTERS 5 & 6 OF 8

5 "We tried an agency before and got burned."

Their real fear: being the fool twice. This is the most winnable objection in the book, because the bar is on the floor. They are not comparing you to perfect, they are comparing you to the agency that sent dashboards and disappeared. Name that agency's sins and contrast.

SCRIPT A
Agree and dig

"I do not blame you one bit. Most of the agency world earns that reputation. **What exactly went wrong last time?** Was it the results, the communication, or the fact that you never knew what they were actually doing?"

SCRIPT B
Contrast

"Here is the difference, and you can hold me to it. They charged you whether it worked or not. **We put $10,000 on the line. You get the result or you get paid.** They could afford to fail. We literally cannot. That changes how a team shows up."

SCRIPT C
Assertive / flip the scar

"Getting burned is exactly why you should do this with us, not despite it. You already know what a bad agency looks like, so you will spot it in week one if I am one. I am betting $10,000 I am not. When is the last time the last agency bet anything on you?"

6 "I have no time for this right now."

Their real fear: that you will pile more work on a plate that is already breaking them. They are the bottleneck, doing sales and delivery and admin, and "no time" means "I cannot take on one more thing." So sell the time you give back, not the time you take.

SCRIPT A
Soft / reframe the load

"That is exactly why we should talk. **If you had time to chase clients, you would not need us.** The whole point is we run the machine so you get hours back, not lose them. How many hours a week are you on outreach right now?"

SCRIPT B
Reframe

"Hear me out. 'No time' is the symptom we fix, not a reason to wait. We do this **with you,** so you are not figuring it out alone at 11pm. The setup is a few hours total. Compare that to the years you will spend stuck if nothing changes."

SCRIPT C
Assertive / cost of waiting

"You will not have more time in three months. You will have the same chaos plus three lost months. The owners who break out of feast-or-famine are the ones who carved out two hours when they had none. Two hours to build a pipeline that runs without you. Worth it?"

CHAPTERS 7 & 8 OF 8

7 "Can't AI just do all this now?"

Their real fear: overpaying for something a $20 tool replaced. Real, and rising. The clean answer separates output from outcomes. AI can write the email. It cannot own whether the deal closes. The 2025 MIT NANDA "State of AI in Business" report found **95% of company AI pilots never reach production,** and agent benchmarks show AI failing most multi-step office tasks.

SCRIPT A Agree and separate	"You should use AI, and we do too. But notice what you just asked: can AI **do the tasks.** Sure. The question is who owns the **outcome.** AI does not get fired if the pipeline stays dry. It does not put $10,000 on the line. We do."
SCRIPT B Reframe accountability	"AI is a tool, not a team. The research is brutal on it: most AI agents still fail multi-step business tasks, and **95% of company AI pilots never make it past the pilot.** The tool has no skin in the game. When it breaks at step four, who fixes it at 9pm? With us, that is our problem, and our money."
SCRIPT C Assertive / the bet	"Go run it with AI for 90 days. If it books you qualified calls that close, I will buy you lunch. But you have been telling me your pipeline is feast-or-famine, so the DIY-tool route is the thing that got you here. We guarantee the result with $10,000. A chatbot guarantees nothing."

8 "There's no budget for this right now."

Their real fear: priority, not cash. Whether they say "no budget" or "let me check the budget," it rarely means an empty account. It means "I am not convinced this is worth reallocating money toward." Budgets are built around priorities. Make the result a priority, then the budget appears.

SCRIPT A Soft / isolate	"Understood. **If the budget were there, is this something you would want to do?** I want to know if we are solving a money problem or a 'not sure yet' problem, because they get handled completely differently."
SCRIPT B Reframe as investment	"Fair. Budgets are about priorities, not just dollars. You found budget for the things you decided mattered. **This is not a cost, it is the thing that funds the others.** If it brings in one client at $5,000 a month, where does the budget come from then?"
SCRIPT C Assertive / risk reversal	"Here is how we take the budget question off the table. We put $10,000 on the line. You hit the result or you get paid. So the budget is not really at risk, the outcome is guaranteed. What is left to check?"

THE ISOLATION QUESTIONS

Two questions that tell you if there's a real objection or just a stall.

Before you answer any objection, isolate it. These two fill-in questions force the prospect to reveal whether the thing they named is the only thing in the way.

"Other than the [investment], is there anything else holding you back?"

Why it works: "no, just the price" gives you one objection to handle, while "well, also the timing" surfaces the hidden one that would have killed the deal after you solved the first.

"If [money / time / the partner] were not an issue at all, would you move forward today?"

Why it works: a "yes" means they are sold and you are negotiating logistics, so close; a "no" or a pause means the real objection is still hiding behind a polite cover.

THE COST-OF-INACTION MATH

Make them say your price out loud before you do.

Roughly **44% of "no decision" losses** come from prospects underestimating the cost of standing still. Do this math with them, on the call. Divide your fee by working days, then stack it against one missed client a month.

RUN THIS LIVE · FILL IN THEIR NUMBERS

Your monthly fee	**$5,000 / mo**
Divided by ~22 working days	**$230 / day**
One average client is worth (their number)	**$12,000**
COST OF 3 MONTHS STALLING (3 MISSED CLIENTS)	**$36,000**

Then hand them the calculator: **"Is $230 a day a lot, or is walking away from $36,000 a lot?"**

THE "LET ME THINK ABOUT IT" RESCUE

Indecision drives 56% of stalled deals. Here's the 3-step rescue.

"Let me think about it" is not an objection you answer, it is a vacuum you fill. Most owners say "sure, take your time" and lose. Run these three steps in order instead.

1 **Name the specific question**

Never accept "I just need to think." Make it concrete. **"Totally fair. What specifically do you want to think through, the price, the timing, or whether it works for your business?"** Vague doubt cannot be answered. A named doubt can.

2 **Recommend one clear next step**

Indecisive buyers do not want options, they want a guide. Do not say "let me know." Say **"Here is what I would do in your position. Start with the 30-day pilot, and decide on real results instead of a pitch."** Take the decision weight off their shoulders.

3 **Offer a low-risk on-ramp**

Shrink the yes. A 30-day pilot, a paid audit, or a single-deliverable start lets them say a small yes instead of a scary one. The $10,000 guarantee does the same job: it removes the downside, so "thinking about it" has nothing left to think about.

THE FULL RESCUE, SAID BACK TO BACK

"Before you go think on it, let me make sure you are thinking about the right thing. What is the one piece you are least sure about?" (they answer) "Got it. Here is what I would do in your shoes. Do not sit on it for three weeks and let it go cold. **Start with a 30-day pilot, decide on results, and you are covered by the $10,000 guarantee the whole way.** If it does not produce results, you walk and you are out nothing. What is stopping us from starting there?"

Notice the close is a question, not a statement. "What is stopping us from starting there?" puts the next move back on them and surfaces any last objection while you are still on the line. Silence after a statement loses. A question keeps the loop alive.

THE PROPOSAL TRAP COUNTER

Never send a proposal into a black hole again.

"Send me a proposal" is where four hours of your work goes to die. The fix: a proposal is never a faceless PDF, it is the agenda for a scheduled review call. Turn the document into a meeting.

1. **Never agree to send a naked proposal**
   Say **"Happy to put one together. I never just email these, though, they read like a price sheet without context. Let us book 15 minutes for me to walk you through it."** No call, no proposal.

2. **Pre-close on the contents**
   Before you build it, ask **"What would need to be in this for it to be an easy yes?"** Now you are not guessing, and you have a verbal commitment that if those things are in there, they move forward.

3. **Book the review call before you hang up**
   Calendar open, time locked, while you are still on the line. **"I will have it ready for Thursday at 2. Let us review it together then and you can decide on the call."** A scheduled review closes. An emailed PDF ghosts.

⚡ THE AI REBUTTAL · OUTPUT VS OUTCOME VS ACCOUNTABILITY

When they ask if AI does this now, do not argue against AI. Separate three things. **"AI is great at output, the emails, the drafts, the lists. It is terrible at outcomes, whether a real deal actually closes. And it has zero accountability, it does not get paid on results and it does not refund you when it fails."**

Then land it on the guarantee: **"That is the whole gap we fill. We put $10,000 on the line on the outcome. AI puts nothing on anything. You are not buying tasks from us, you are buying a result somebody is willing to bet their own money on."**

THE 5-TOUCH FOLLOW-UP CADENCE

Most deals need 5+ touches. Most owners quit after one.

Around **80% of sales need five or more follow-ups,** yet 44% of reps stop after one and 92% give up by the fourth (Invesp / Marketing Donut follow-up data). The deal you ghosted yourself out of was sitting one message away. Here is the exact 14-day cadence, one message per touch.

DAY **0**

The recap · same day

"Great talking, [name]. To recap: you want [outcome] and the main thing in the way is [their objection]. I think we can fix that. I will send the [pilot details] and follow up Wednesday."

DAY **2**

The value drop · no ask

"Thought of you, [name]. Here is how we got [comparable client] from [X] to [Y] in [time]. The same play maps onto your [situation]. No reply needed, just wanted you to have it."

DAY **5**

The objection-specific nudge

"Quick one, [name]. You mentioned [their exact objection]. I put together a 2-line answer to that. Worth a 10-minute call to walk through it, or should I send it over?"

DAY **9**

The cost-of-waiting reminder

"Not chasing, [name]. Just doing the math: every month this waits is roughly [$ one client] walking past. The $10,000 guarantee means there is no downside to starting. Want me to hold a pilot spot for you?"

DAY **14**

The break-up · the closer

"I do not want to clog your inbox, [name], so this is my last note unless you say otherwise. Is this off the table for now, or just bad timing? A one-word reply tells me how to help."

The break-up message on day 14 outperforms almost every "just checking in" you have ever sent, because it gives them an easy out and people hate to lose the option. Half the deals you thought were dead reply to it. Track who you touched and when, or they fall through the cracks.

THE ONE-PAGE CHEAT SHEET

All 8 objections, one line each, at a glance.

When you hear it, glance here, say the line. Then run the loop: **Acknowledge, Isolate, Reframe, Close.** Always end on a question.

1 · "Too expensive"
"Expensive against your budget, or against what you get back? At ~$230 a day, one client pays for it."

2 · "Need to think"
"What specifically do you want to think through? Let us answer it now, or start a 30-day pilot."

3 · "Talk to my partner"
"If it were just your call, would you move forward? Let us get them on 15 minutes this week."

4 · "Send a proposal"
"Happy to, I walk these through live. What would need to be in it for a yes? Book the review now."

5 · "Got burned before"
"They charged you whether it worked or not. We put $10,000 on the line. What went wrong last time?"

6 · "No time"
"That is the symptom we fix. We run it with you so you get hours back. How long are you on outreach now?"

7 · "Can't AI do this?"
"AI does tasks, not outcomes, and it has no accountability. We bet $10,000 on the result. It bets nothing."

8 · "Check the budget"
"If budget were there, would you do it? Budgets follow priorities. The guarantee removes the risk."

THE TWO ISOLATION QUESTIONS

"Other than the **[investment]**, is there anything else holding you back?" · "If **[money]** were not an issue, would you move forward today?"

Print this page. Tape it next to your monitor. **The deal is won in the 8 seconds after they push back, and now you have the words.**

● YOUR NEXT MOVE

Scripts close the call. A system fills the calendar.

These scripts will win you deals you were losing. But the best objection handling in the world does nothing if your calendar is empty. The owners who break out of feast-or-famine do not just close better, they have a pipeline that keeps producing booked calls whether or not they had time to prospect that week.

That is what we build, **with you,** and it is why we can put $10,000 on the line. **Apply to AgencyGod now.** We onboard only a handful of agencies a month, and every spot comes with the $10,000 guarantee.

$10K GTD You get the result or you get paid **$10,000**

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Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The $10,000 guarantee is real and subject to the program's written enrollment agreement terms.