

“We already have someone.” What should you say?

A cold-call desk guide with six common objections, original discovery questions and clear decisions about when to continue or stop.

OUTREACH & CONVERSATIONS

01

Listen

02

Clarify

03

Explore

04

Agree or stop

A practical worksheet for the next account, campaign or conversation.

The problem

Sellers answer every objection with a rebuttal and reach for a script before understanding what the person means.

What it costs the team

The conversation becomes defensive, useful context is missed and the CRM records an objection without the reason behind it.

What you will have at the end

A short response, one useful question and a clear next-step decision for common objections.

01 / THE METHOD

How should you respond to a cold-call objection?

Acknowledge the answer and check whether the person is willing to clarify it. Ask a question that helps you understand the situation, then follow the answer. Agree a useful next step only where there is a relevant problem and permission to continue.

1. “We already have someone”

“Understood. Is that arrangement covering everything you need?” If they say yes and want to end the call, end it. If they name a gap, ask about that gap before describing your service.

2. “Send me an email”

“Of course. Which part would be useful for me to include?” Confirm the appropriate address and topic. If they do not want to discuss it, keep the note brief and do not invent interest.

3. “It is not a priority”

“Understood. Is the process working well, or is there something more pressing at the moment?” Continue only if they choose to explain. Record the stated priority and any agreed future date.

4. “We have no budget”

“Thanks for being clear. Is there a problem you are trying to solve, or is this something to leave for now?” Do not manufacture a business case. A future conversation needs a reason and an agreed timing.

5. “That is not my responsibility”

“Who normally looks after that process?” If they are willing to route you, note the role and their suggested route. Do not imply they endorsed your offer.

6. “I am not interested”

“Understood. Thanks for your time.” End the call. If they ask not to be contacted again, record that request and apply it across the team’s future outreach.

02 / PUT IT TO WORK

Worked example: explore a named gap

An accountant says its current IT supplier is fine except for slow support during payroll runs. The seller asks when that delay happens and what it holds up. Only after the accountant describes the effect does the seller ask whether a short discussion about support cover would be useful. The example shows the order of the conversation; it is not a claim about results.

Questions to work through

Situation	How is this work handled at the moment?
Problem	Where does that arrangement fall short, if anywhere?
Implication	When it happens, which work is delayed and who is affected?
Need-payoff	What would useful support look like in that situation?

Before you use it

- The response follows what the person actually said.
- The seller has permission to keep asking.
- The CRM keeps the reason and agreed action.
- A clear no ends the conversation.

These examples are illustrative. They are not customer results or recommended performance benchmarks.

03 / YOUR WORKSHEET

Apply it to your next piece of work

Use the editable worksheet in this download, or write your answers here. Keep facts, decisions and unresolved questions visible.

What the person said

Clarification they agreed to discuss

Problem in their words

Operational effect they described

Continue, refer, later or stop

Agreed next action and date

Call outcome and owner

Any contact preference to apply

Sources and further reading

[Huthwaite: SPIN questions](#). The original methodology explains Situation, Problem, Implication and Need-payoff questions. The examples here are Adapt Leads exercises.

Use the same work in Adapt

Keep the company context and the next step together as the team moves from research into a conversation.

[See call lists and outcomes in Adapt](#)