

the objections

- 1 lack of perceived **value** in the product or service
- 2 lack of perceived **urgency** in purchasing the offering
- 3 perception of an inferiority to a **competitive** offering
- 4 **internal** political issue between parties/ departments
- 5 lack of **funds** to purchase the offering
- 6 **personal** issue with the decision maker(s)
- 7 **initiative** with an external party
- 8 “it’s **safer** to do nothing” perception



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