

# Dealing with Price Objections

## Topic 1 – Understanding Why Customers Push Back on Price

Group B Training Session – Dextrans Training Academy

The logo for Dextrans Worldwide features the word "dextrans" in a large, lowercase, sans-serif font. A blue line starts under the "d", goes under the "e", then angles up to underline the "x", and then continues horizontally under the "t", "r", "a", and "n"s. Below "dextrans" is the word "Worldwide" in a smaller, all-caps, sans-serif font. At the bottom, the tagline "Integrating the Asian Frontier" is written in a very small, all-caps, sans-serif font.

**dextrans**  
Worldwide  
Integrating the Asian Frontier

# Understanding the Real Reason Behind "Too Expensive"

## No Money

Cash flow constraints or budget limitations

## Don't Want to Pay

Have budget but seeking better deal

## Not Interested

Service doesn't align with needs

## Dislike

Negative perception of company or offer

## Low Perceived Value

Don't see benefits justifying cost

## Discussion Questions

### Which objection do you encounter most often?

Think about your recent customer interactions and identify patterns in their responses.

### How can you tell which one it is?

Consider verbal cues, body language, response timing, and the specific words they use.



# Reading the Signals

## How to Identify the True Objection

### Delayed or Avoided Follow-Up

**Signal:** Customer repeatedly postpones meetings or takes days to respond

**Likely Issue:** Cash flow problem or genuine budget constraints

### Competitor Comparison

**Signal:** "Another forwarder gave me a cheaper rate"

**Likely Issue:** They have the budget but are testing you for discounts or better terms

### Vague Responses

**Signal:** "Let me think about it" or "I'll get back to you"

**Likely Issue:** Could indicate disinterest or they don't see the value in what you're offering

- ❏ **Pro Tip:** Understanding comes from paying attention to tone, speed of reply, and which details they focus on during conversations. Listen actively and ask clarifying questions.



# Shifting Focus from Price to Value

## Communication Strategies That Work



When customers focus solely on price, it's our job to reframe the conversation around what truly matters: the value we deliver.



### Emphasize Service Quality

Speed, reliability, after-sales care, and real-time visibility



### Use ROI-Based Language

"Our team monitors every milestone—that ensures zero disruption for your customer"



### Focus on Their Priorities

Transit time, trust, communication, and peace of mind

"Price is what you pay. Value is what you get. Our job is to make the value unmistakably clear."

# Role Play Exercise

## Scenario: The Competitor Comparison

**Customer Feedback:** "Your quote looks higher than what another forwarder gave us."

### Your Mission

Conduct a role play to demonstrate how you would respond to this feedback professionally. Consider the following as you prepare:

01

#### Acknowledge

Validate their concern without being defensive

03

#### Differentiate

Highlight specific value that justifies your pricing

02

#### Probe

Ask questions to understand what matters most to them

04

#### Reassure

Build confidence in your service and partnership

**Remember:** This is an opportunity to demonstrate value, not just defend price. Focus on building trust and showing why Dextrans is the right partner for their business.