

# When customers hesitate

Understand the concern. Offer a useful next step.

Use these replies as starting points, not scripts. Adapt them to the customer and your actual offer.

## **“It is too expensive.”**

Check what they are comparing and whether the issue is budget or value.

Try: “Is the concern the total budget, or would it help to clarify what is included?”

Avoid: Discounting before understanding the concern.

## **“Let me think about it.”**

Give them space and invite them to name anything still unclear.

Try: “Of course. Is there anything you would like me to clarify while you consider it?”

Avoid: Pushing for a decision without hearing the concern.

## **They stop replying.**

Send one relevant, helpful follow-up. Respect a request to stop.

Try: “You mentioned X. Would it help if I clarified Y, or has your timing changed?”

Avoid: Repeated “just checking” messages with no useful reason to reply.

## **They cannot choose.**

Recommend one option based on the priority they shared.

Try: “For your priority of X, I recommend Y because it gives you Z.”

Avoid: Adding more options when they are already unsure.

## **Timing is the concern.**

Give a reliable date and a genuine alternative if you have one.

Try: “The earliest confirmed date is X. If you need it sooner, we can offer Y.”

Avoid: Promising an unconfirmed date to secure the sale.

## **Confirmation stalls.**

Check for booking or payment friction and clarify the agreed next step.

Try: “Here is the link to confirm. Did anything prevent you from completing the booking?”

Avoid: Assuming hesitation when the process may be difficult.

Choose the situation you found in your last five enquiries. Test one better response and record what happens next.

Not every enquiry becomes a sale. The aim is to help suitable customers make an informed decision.