

Objection Handling & Rebuttals

Once a prospect engages, they will likely have questions, doubts, or objections. Objections aren't outright rejections.

They're signals that the prospect needs more information or reassurance before making a decision.

The key is to acknowledge the concern, reframe it, and pivot back to the value.

Common Objections & Rebuttals

1. "We don't do coupons."

What they really mean: They associate coupons with discounting and don't want to devalue their brand.

"I totally get that. This isn't a discount coupon. It's an engagement tool designed to get more customers in the door without sacrificing your pricing. Businesses use this to drive repeat visits, collect customer data, and even upsell higher-ticket items. Would you be open to a small test?"

2. "I've tried promotions before, and they didn't work."

What they really mean: They don't believe promotions drive real business results.



"I hear that a lot. Many promotions fail because they don't create a real experience, just another generic offer that gets ignored. The difference with digital scratch-off coupons is that they feel interactive, fun, and exclusive. Customers actually get excited to participate. Would it make sense to test this with a small campaign?"

3. "I'm not interested right now."

What they really mean: They don't see the urgency or value yet.

"I understand. Timing is everything. Out of curiosity, what's your main priority for bringing in customers right now? We've helped other businesses increase foot traffic and customer engagement, and I'd be happy to share a quick idea that might help, even if it's something you'd use later."

(If they give you a real reason, you can tailor your response to address their concern.)



4. "We already have something similar."

What they really mean: They use another promo method (loyalty programs, digital ads, etc.) and don't see the need for this.

"That's great! Sounds like you're already thinking about customer engagement. What are you using right now? The main difference with digital scratch-off coupons is that they add an element of surprise and excitement that traditional promos don't. Customers don't just see an offer. They interact with it. If you're open to it, I'd love to show you a quick side-by-side comparison to see how this could complement what you're doing."

5. "It's too expensive."

What they really mean: They're unsure of the ROI or don't want to spend money on something unproven.

"I understand, you want to make sure this is a smart investment. The businesses we work with typically see an increase in customer traffic and repeat visits that far outweighs the cost. Let's do a quick breakdown; if this tool brings in just [X] new customers per month, would that make it worthwhile for you?"



If they still hesitate, offer a test campaign:

“Why don’t we start small and track the results? That way, you can see the impact firsthand with no long-term commitment.”

Catch-All

“Listen, just try me out, risk-free. Just pay me a small fee for hosting the promotion. If it works out, great! If it doesn’t, no hard feelings. Does that sound fair enough?”