



Objection Handling Prompt

You will undoubtedly run into objections that I have not covered in the objection handling guide.

In order to equip you to handle these, use these prompts by adding in the objection and letting AI figure out some decent rebuttals.

Prompt:

"A local business owner says: '[Insert objection here].' They are a [type of business] and typically attract [type of customers]. Create a persuasive response that acknowledges their concern, reframes it, and highlights the key benefits of a digital scratch-off coupon. Keep it conversational, focused on value, and structured to encourage engagement."

Example Uses of the Prompt

Scenario 1: "I'm worried customers will game the system and just keep using the coupon."

Generated Response:

"I hear that concern a lot, and we've built in ways to prevent that. The scratch-off is designed to be a one-time use per customer, and you can control the prizes to make sure it's structured for profitability. Instead of discounting across the board, you can reward customers in a way that encourages



repeat visits and higher spending. Would it help if I showed you how other businesses are setting it up to avoid misuse?"

Scenario 2: "We get plenty of foot traffic already."

Generated Response:

"That's a great position to be in! What we've seen is that businesses with strong foot traffic use this tool not just to attract customers but to increase their spending and return visits. A digital scratch-off coupon can turn a casual customer into a repeat buyer by making the visit more engaging and memorable. Would you be open to seeing how it could work as an upsell tool rather than just a traffic driver?"

Scenario 3: "I prefer traditional coupons over digital."

Generated Response:

"I totally understand—print coupons have been around forever, and they can still work. The key difference with digital scratch-offs is that they create an interactive experience that customers actually get excited about. Instead of just handing over a discount, they're engaging with your business in a way that feels fresh and fun. Plus, you get the added benefit of tracking engagement and collecting customer data—which print can't do. Would you be open to testing a digital version alongside your print offers?"