Guide to Handling Price Objections

Recent Jobber survey data shows **55% of service pros** feel confident in their pricing. But even confident pros still hear,

- "That's more than I expected."
- "Can you do it cheaper?"
- "I got a lower quote."

And it's not surprising, **62% of pros** say competitive pricing is a top priority for customers. But price pushback doesn't automatically mean you're too expensive. Kevin Cook and Rob Soper say objections usually happen when customers don't fully understand the scope of work or see the value.

This guide will help you handle price objections to protect your margins, build trust, and close jobs without discounting your worth.

How to use: copy the script you need, paste it into a new document, personalize the details, and use it on your next few jobs.

Before the Price Talk Script

Price objections are rarely about the number alone. It's usually about uncertainty, and your job is to remove it. Listen to your customers' concerns, make sure you clearly understand the problem, and position yourself as the expert so they feel confident before you talk numbers.

- **When to use:** Before mentioning the price
- **Who does it:** Owner, estimator, sales rep

In-Person Script:

> "Hi [Customer Name], can you walk me through what's been going on?"
>
> *(Let them explain the problem)*
>
> "Before I walk you through pricing, I just want to make sure I've got everything right. You mentioned that [repeat their concern in simple terms]. Is that correct?"
>
> *(Let them speak)*
>
> "Is there anything else you've noticed or that's been bothering you about it? [Ask any additional clarifying question]"

Pro Tip: Walk the customer through the solution instead of trying to sell it. Skip the technical details and focus on helping them understand the problem and the fix.

Good, Better, Best Pricing Script

The [good, better, best pricing framework](#) gives customers flexibility while protecting your margins. When homeowners hear one price, they might feel boxed in. When they're given clear choices, they feel in control.

Jobber data shows businesses that offer optional line items see upsell rates between **25–50%**. It's a simple shift that can increase your quote value without cutting your price.

- **When to use:** While mentioning the price
- **Who does it:** Owner, estimator, sales rep

In-Person Script:

> "I'm going to walk you through three options. All of them fix the issue we talked about. The difference is how long they last and what's included."
>
> - [Explain option 1 - the basic fix (e.g., re-seals the affected window only)]
> - [Explain option 2 - recommended fix (e.g., replace seals on select windows)]
> - [Explain option 3 - full upgrade (e.g., replaces all window seals throughout the home for preventative measure and includes a full inspection)]
>
> *(Let them think)*
>
> "Take a minute to think it over and let me know if you have any questions."

Pro Tip: Use [optional line items in Jobber](#) to show different upgrades and add-ons. When customers can see and choose their options, it builds trust and often leads to faster approvals at the right price.

"That's Too Expensive" Scripts

This is the moment most sales fall apart—not because of the price, but because of the reaction. Your job in this moment isn't to convince, it's to understand.

Instead of responding with a justification, stay calm and get curious. Try to remove tension and uncover the real issue behind the price comment.

- **When to use:** Right after sharing the price
- **Who does it:** Owner, estimator, sales rep

In-Person Script for "They Have a Cheaper Quote":

> "Got it. I'm curious, what did they include in their quote?"
>
> *(Let them speak)*
>
> "Did they include [highlight key differences (e.g., 5-year warranty, upgraded materials)] like we do?"

In-Person Script for "The Payment Feels Heavy":

> "Got it. Is it the total investment that feels high, or are you unsure about what's included?"
>
> *(Let them speak)*
>
> "If it helps, I can walk through exactly what's included so you can see where the cost comes from. We also offer flexible payment and financing options if breaking it up would make it easier."

Pro Tip: Don't get defensive or lower your price immediately. Discounting too quickly makes customers wonder, "If you can drop it that fast, was it inflated to begin with?" Remember to stay calm, ask better questions, and let them talk.

Adjust the Scope, Not the Price Scripts

If the customer still isn't comfortable moving forward (even with your tiered options), resist the urge to lower your price.

Instead, look at the scope of work and adjust it. The price may change as a result, but the focus stays on what's included, not on "getting a deal." This keeps your value intact and your pricing consistent.

- **When to use:** After understanding their concern
- **Who does it:** Owner, estimator, sales rep

In-Person Script:

> "The current option includes [explain what's included (e.g., the extended warranty and upgraded materials). It's designed to [explain benefits (e.g., give you longer protection)].
>
> If you'd prefer something more basic, we can adjust the scope. For example [explain the new scope of work].
>
> I can walk you through the trade-offs so you can see exactly what you'd gain, and what you'd give up, so you can decide what makes the most sense for you."

Pro Tip: If the customer still doesn't budge, remember that not every job is worth winning. Walking away calmly protects your margins, your schedule, and your team.