

FOR FRACTIONAL CFOS

The Fractional CFO Price Pushback Response Sheet

stay in control when they say "that's too expensive."

What to say when clients push back on price — **without discounting your retainer, over-explaining your services, or losing authority on the call.**

HOW TO USE THIS RESPONSE SHEET

This is not a sales script. it's an objection-handling framework.

- Stay in control of the conversation
- Protect your pricing
- Maintain authority

don't memorize these word-for-word.

- Use during discovery calls
- Use after presenting pricing
- Use inside proposal follow-up

respond like an operator, not a salesperson.

THE RESPONSE SHEET · 7 PUSHBACK SCENARIOS

1 "That's more than we expected."
shift from defending to diagnosing

× **Weak:** Immediately justifying the price.

SAY THIS INSTEAD

"Totally fair. Compared to what you expected, what specifically feels high about it?"

→ Forces the prospect to explain what they're comparing against — and whether the objection is even real.

2 "We need to think about it."
surface the real issue fast.

× **Weak:** "No problem, let me know."

SAY THIS INSTEAD

"Usually that's one of two things: uncertainty around value, or timing. Which feels more accurate?"

→ Surfaces the real concern immediately instead of letting the deal quietly disappear.

3 "We're comparing other options."
guide the decision - don't chase it.

× **Weak:** Listing features and deliverables.

SAY THIS INSTEAD

"What are you hoping to see from those conversations that you haven't seen yet?"

→ Positions you above the comparison instead of competing inside it.

4 Silence after pricing.
confidence creates pressure.

× **Weak:** Talking more to fill the silence.

DO THIS INSTEAD

Present the price clearly. Then stop talking. Let the prospect process.

→ Over-explaining removes pressure. Confidence creates it. Let the silence work for you.

5 "Can you lower the price?"
adjust scope - not authority.

× **Weak:** Discounting immediately.

SAY THIS INSTEAD

"I wouldn't reduce the investment, but we can adjust scope. Which part feels least important right now?"

→ Protects pricing integrity while keeping the conversation collaborative.

6 "What exactly are we paying for?"
reposition around outcomes.

× **Weak:** Listing tasks, meetings, and reports.

SAY THIS INSTEAD

"The goal isn't more reports. It's stronger visibility, better decisions, and fewer expensive mistakes."

→ Repositions around outcomes, not deliverables. That's executive-level positioning.

7 "We're not ready yet."
reduce pressure, uncover the truth.

× **Weak:** Trying to convince them.

SAY THIS INSTEAD

"That's completely fine. What needs to happen internally before this becomes a priority?"

→ Reduces pressure, maintains authority, and reveals whether the delay is real or emotional.

THE PRINCIPLE MOST CFOS MISS

Price pushback is rarely about price.

- It's usually unclear positioning
- Weak authority on the call
- Uncertain business value
- Or unresolved operational pain

diagnose. clarify. guide - confidently.

WHY THIS MATTERS

The best CFOs don't close more by *selling harder.*

REACT EMOTIONALLY AND YOU GET:

- × Lower retainers
- × Longer sales cycles
- × Proposal ghosting
- × Weak-fit clients

KEEP AUTHORITY INTACT AND YOU GET:

- Stronger pricing power
- Higher conversion rates
- Better client quality
- Premium retainers

authority closes. defending doesn't.

WANT HELP APPLYING THIS TO YOUR SALES CALLS —

we'll show you where pricing authority is breaking down.

Apply for a Fractional CFO Strategy Session

DESIGNED SPECIFICALLY FOR:

- Fractional CFOs and strategic finance advisors
- Operators moving beyond low-ticket accounting work
- Advisors ready to raise retainers without discounting

Book a Free Strategy Session →

We'll identify where pricing authority is breaking down, what's weakening conversion, and how to close higher-value retainers without discounting or chasing clients.

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