



Suhas Bhairav

AI Objection Handling Library

Structured, evidence-backed responses for sales objections with automation-ready data and prompts

Transform objections into opportunities by using approved responses, data-backed prompts, and governed escalation.

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suhasbhairav.com

Objections: Catalog & Data

Capture common objections from sales conversations and classify them by theme, timing, and deal risk. Establish data sources and review triggers.

Key move Pilot with 3 top objections this quarter.

PRACTICAL CHECKLIST

- 01** Create a taxonomy of 12–20 objection themes (price, timing, competition, risk, procurement, security).
- 02** Tag objections by deal stage, product line, region, and buyer persona.
- 03** Compile supporting data: ROI analyses, case studies, referenceable metrics.
- 04** Source data from CRM notes, emails, calls, and support tickets.
- 05** Set human-review triggers for legal, compliance, or high-value deals.
- 06** Regularly cleanse data: deduplicate, timestamp, and align with approved responses.
- 07** Map objections to approved replies and prompts databases.

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Approved Replies & Prompts

For each objection, provide approved reply text and a prompt to generate personalized responses. Include escalation cues and evidence linkages.

Key move Always end with a clear next-step prompt for the rep.

PRACTICAL CHECKLIST

- 01** Draft concise, benefit-focused replies tailored to objection type.
- 02** Attach supporting evidence: ROI, case studies, testimonials.
- 03** Create dynamic prompts that adapt by industry, region, and deal size.
- 04** Ensure compliance: approved language and privacy safeguards.
- 05** Define escalation triggers to a human for pricing disputes or compliance concerns.
- 06** Maintain version history and approval timestamps.

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Adoption, KPI, & Guardrails

Plan phased rollout with weekly milestones. Define ownership, approvals, and measurement to ensure accountable execution.

Key move Review quarterly for data drift and content relevance.

PRACTICAL CHECKLIST

- 01** Assign ownership: objection taxonomy owner, response approver, and data steward.
- 02** Set weekly adoption milestones: catalog expansion and response library growth.
- 03** Track win-rate lift and objection resolution time as primary KPIs.
- 04** Use A/B testing to compare AI-assisted vs manual responses.
- 05** Enforce guardrails: no overpromising, ensure data privacy, and legal compliance.
- 06** Escalation rules: when to loop in human experts and where to log the handoff.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com