



Suhas Bhairav

AI Sales Objection Handling Practice Guide

Hands-on prompts to train reps for pricing and security objections

A practical, repeatable AI-driven guide to elevate objection handling in sales.

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AI Objection Handling: Scope

This page defines the practice scope for simulated buyer prompts. It clarifies what to automate, what requires human review, and the data/tools you need.

Key move Start with one objection category; iterate weekly before scaling.

PRACTICAL CHECKLIST

- 01** Automate: prompt-driven practice cycles with representative buyer personas and objective scoring.
- 02** Do not automate final pricing, security decisions, or contract terms.
- 03** Data needs: anonymized deal data, pricing tiers, discount matrices, and security controls.
- 04** Tools: prompt runner, versioned prompts, logging, and CRM integration for outcomes.
- 05** Prompts: sample prompts; angry price objections; skeptical security objections; compliance pushback.
- 06** Governance: privacy, data retention, approvals, ethical AI use, and ownership.

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Automation & Data Requirements

Identify what can be automated in practice sessions and what requires human review. List data sources and tools needed to run prompts.

Key move Ensure data masking and consent for any real data.

PRACTICAL CHECKLIST

- 01** Automate: practice prompts, scoring, and outcome logging across objection types.
- 02** Human review: reserve pricing approvals and final deal terms.
- 03** Data needs: anonymized CRM data, pricing tiers, discount matrices, security requirements.
- 04** Tools: prompts engine, version control, logging, and CRM integration.
- 05** Prompts coverage: pricing, security, procurement, timelines, legal/compliance boundaries.
- 06** Risks & guardrails: privacy, data exposure, escalation paths, and approvals.
- 07** Ownership & measurement: assign product owner, governance reviewer, and success metrics.

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Adoption Plan & Weekly Steps

A practical, week-by-week plan you can try in short sprints. Start small, measure, and scale responsibly.

Key move Approvals required before pricing-algorithm changes; document decisions.

PRACTICAL CHECKLIST

01 Week-by-week adoption plan: 4–6 weeks; 2–3 hours per week.

02 Week 1: map objection types and data sources.

03 Week 2: build prompts, scoring rubric, and logging.

04 Week 3: run pilot with internal teams; collect feedback.

05 Week 4: CRM integration for outcome tracking.

06 Week 5–6: scale, governance, ownership, and review.

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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

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