

Objection Handler Quick Reference

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Every objection is a question in disguise. Your job is not to argue — it is to redirect to the ROI and get them to call the demo line.

"We already have a receptionist"

"Sofia does not replace your team — she handles overflow and after-hours so your staff can focus on patients who are already in the office. Think of her as the receptionist who never goes to lunch, never calls in sick, and never puts someone on hold."

"We tried AI before and it did not work"

"I hear that a lot. Most AI tools feel robotic and frustrating. Call our demo line right now — +1 (786) 550-3307 — and speak to Sofia in English and then Spanish. The difference will be obvious immediately."

"It is too expensive"

"I understand. Can I ask — how many new patients do you miss per week when calls go to voicemail? At just 3 missed patients a week and \$400 average visit value, that is \$4,800 a month walking out the door. Sofia at \$895 is saving you money from day one."

"I need to think about it"

"Totally fair. What is the one thing that is giving you pause? [listen and address it directly] Most of my clients said the same thing right before they tried the demo. Can we at least make that call together right now — takes 90 seconds."

"Our patients only speak Spanish"

"Perfect — Sofia is fully bilingual. She detects the language automatically and switches immediately. Call the demo right now and speak to her in Spanish — you will hear exactly how she sounds."

"We need to check with our IT department"

"No problem. Sofia runs on your existing phone number — there is nothing to install on your end. Your IT team does not need to do anything. We handle everything on our side."

"What if Sofia makes a mistake"

"Great question. Sofia books based on exactly what you tell us during setup — your services, your hours, your appointment types. Every booking appears in your calendar the same way a staff member would enter it. And you can always review call recordings."

"We are too busy right now"

"That is exactly why you need Sofia. When you are busy is when calls get missed. Sofia handles the overflow so you are not losing patients during your busiest hours. Setup takes 5 to 7 days and we do all the work."

"Send me more information"

"Absolutely. Before I do — can I play you a 90-second demo call right now so the information makes more sense when you read it? [call demo line together] Here is everything you need: [hand them the one-pager]."

"Can I get a discount"

"Our pricing is built around what it actually costs to run Sofia for your practice. What I can do is make sure you are on the right plan for your size so you are not paying for more than you need. What is your current call volume per day?"