

2. Timing

What it sounds like

"Not right now." · "Maybe in a few months." · "We just moved in." · "Call me after the holidays." · "I'm in a contract."

What's underneath

- **There's a real event they're waiting on.** A contract ending, a move, a pay change. This is the one legitimate version and it deserves a real follow-up, not a push.
- **It's a polite no.** Deferral is the least confrontational exit available to someone who has already decided.
- **The switch feels like work.** They're not delaying the product, they're delaying the hassle they imagine comes with it: a day off, an install window, downtime, canceling the old thing.
- **They haven't decided anything.** With no reason to act today, "later" is the default for everything.

The frame

Find out whether there's a real date attached. A timing objection with a date is a lead. A timing objection with no date is either a soft no or an effort objection in disguise, and effort you can often do something about.

Three ways to say it

Short

Makes sense. Is there something specific you're waiting on, or is it just not a good week?

Warm

No problem at all, I'd rather catch you at a good time than a bad one. Is it a contract you're waiting to run out, or more like life's just busy right now? Reason I ask is those two are pretty different on my end.

Direct

That's fair. Two quick things and I'll leave you alone. One: is there a date you're working toward, or is it open-ended? Two: the switch itself takes [your real install time]. Knowing that, is timing still the issue, or was it more that it sounded like a headache?

What kills it

- **Accepting "later" with no date and calling it a lead.** You've stored a no in your pipeline and you'll spend next month working it.
- **Manufacturing urgency that isn't true.** "This offer ends tonight" when it doesn't. You get one of those per territory and it costs you the referral.
- **Shrinking the hassle past the truth.** If the install takes half a day, say half a day. They'll find out on install day either way.
- **Pushing past a real event.** If they're eleven months into a contract, respect it, write down the month, and be the person who actually comes back.

The reopener

If I circled back the week that's up, would that be useful, or would you rather I just leave you be?

Any "come back later" that doesn't produce a month is a no. Log it as a no. Your close rate is a diagnostic tool and you're the only one who gets hurt when you lie to it.

No contract to wait out?

Ask what would make it the right time: a season, a repair, a move, a paycheck. If they can name one, write it down with a month. If they can't, it's a soft no.

Sample: section 2 of 8 from the 26-page Objection-Handling Script Pack · doorstepplaybook.com/objection-handling-script-pack/