**TCO Campaign Objection Handling Guide**

| **Objection** | **Response** |
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| “We already have a solution in place.” | “Totally understand. Many of our customers felt the same — until they saw how much they were spending on support and feature licenses over time.” |
| “Your price is higher up front.” | “That may be true for some models – but our all-in-one pricing typically results in **35%+ lower TCO** over 5 years. I’d be happy to show the numbers.” |
| “We’re too busy to evaluate new tools.” | “We understand and we are not a new tool, we are a easy to use replacement to a solution that you may already be using. Our intuitive GUI where we have strived for “ease of use” coupled with our one-time perpetual software license for managing multiple Cubro boxes allows you to save time and money! A quick chat could save your team hours each month.” |
| “Our team prefers to stick with [Competitor].” | “Makes sense — we are human and we resist change, but did you know that many of the competitors features require separate licenses? Can we have a quick chat so I can help work up a comparative TCO? |