



Overcoming Objections

Your guide to getting your website project off the ground

“We can’t do it without (IT/Sales/the Parent Company)’s approval.”

Form alliances: Know who has the power to kill the effort and listen to their perspective first.

Show empathy: Understand each group’s concerns around a new website, and also what pain points they’re experiencing with the current site.

Make them part of the process: It helps to give resistant gatekeepers a seat at the table. Collaborating with them throughout the process keeps them onboard and makes them feel they are part of the solution.

“But we JUST relaunched it!”

Don’t point fingers: Avoid placing blame on why the last relaunch wasn’t enough.

Use data and examples: Use reports and metrics that show where your new site misses the mark.

Prove why it will work this time: Share an ironclad process to ensure the new site won’t fall into the same traps.

“We don’t have the budget for that.”

Plan for the expense: If it’s possible, add the new website to your existing budget.

Cut costs: Cut unneeded expenses to make room for the website. What items would be more effective with a new site?

Split the cost: Start the project in Q4 and conclude in Q1, so that the expense is spread out across two budget years.

Use data to your advantage: Highlight the data that shows your current state vs. desired state, focusing on the potential ROI of your new site.

“Our team doesn’t have time to manage that.”

Put a staffing plan in place: Even if you intend to use a partner for the heavy lifting – be honest and clear about how you’ll use internal resources without interfering with other priorities.

Prove why they’re needed: Gather all the info you can about the other mission critical projects in your department. Showcase how the new site could help support those projects.

Need help making your case for a new website?

We often recommend starting with a comprehensive website audit process. To learn more, contact Director of Digital Strategy Nick Sargent at nsargent@standingpartnership.com.