COMMERCIAL ARCHITECTURE · THE DISCOUNT

The discount answered the wrong objection.

The customer says the price is too high. The salesperson asks AI how to handle a price objection. Nobody asks whether price is the objection at all.

THE QUESTION ASKED

How do I handle a price objection?

- ✓ Thorough research.
- ✓ Convincing reasoning.
- ✓ A discount the manager approves.

A good answer.

THE QUESTION THAT MATTERED

Is price the objection at all?

- ? Does the contact own the budget?
- ? Does someone else have more to lose?
- ? Do they need reassurance, not a lower number?

Nobody checked.

A WEEK LATER, NOTHING HAS HAPPENED

The AI didn't fail. It answered the question it got.

A discount that changes nothing *is a failed seventh move with a price tag.*

COMMERCIAL ARCHITECTURE · THE DISCOUNT

Your quarter-end is not their deadline.

A deal already won against the competition. Management wanted it inside the quarter and asked for an offer the customer could not refuse.

END OF Q2

The offer goes on the table

→

Q3

Nothing moves

→

END OF Q4

Incumbent written off. They sign.

THEIR INTERNAL POLICY SET THE DATE

YOUR DEADLINE

Quarter-end

Matters to you. At best it pulls forward a deal already decided and free to sign. It teaches the rest to wait.

THEIR DEADLINE

Their own world

A write-off date. An internal policy. The end of their financial year, when unspent budget disappears.

Our offer moved.
Their date didn't.

A deadline the buyer's own world imposes moves them.
Yours doesn't.

COMMERCIAL ARCHITECTURE · THE DISCOUNT

Make the discount the checkpoint.

You can't test every objection in every deal. Every discount already passes a manager. Change what that approval asks.

THE CUSTOMER

Pushes back on price

→

THE CHECKPOINT

Discount request

→

THE ANSWER

Decides the approval

THE ONE QUESTION

What will the customer do once we say yes?

Ask it often enough and your team starts asking it before they come to you.

AI absorbed the operations. What is left is judgement.

SALESSHARE · FRACTIONAL VP SALES · EUROPEAN B2B SAAS