Neris sales script — 14 real objections

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Drawn from 340 visit reports · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **This script does not start from the brochure: it starts from the objections customers actually raise**, taken from 340 visit reports. **A sales script that does not talk about what gets said in meetings is not read twice.**

Why the old one stopped being opened

Finding	Old script (2024)	What the visit reports say
Objections handled	**6**	**14 appear in meetings**
Of the 4 most frequent objections	**0 handled**	**They run from 19 % to 38 % of visits**
Dated proofs	2 out of 6	Every answer now carries one

The four major objections, and their sourced answer

Objection	Frequency	Answer	Proof
« Time to commissioning is too long »	**38 %**	The average lead time observed, with the figure	**Last 60 installations**
« We already run another brand »	**31 %**	Fitting compatibility, reference by reference	**Existing application note, never cited**
« Who handles maintenance? »	27 %	The maintenance contract and its frequency	General service terms
« Prove the 22 % to me »	**19 %**	**The protocol, the bench, the conditions**	**Test report of 12/03/2026 — the easiest objection to handle, and the least armed**

How each answer is built

Block	Content	Why it is there
The answer	One sentence, in the house tone	A salesperson does not read a paragraph in a meeting
The proof	**Document, date, page**	**An undated proof is no better than an assertion**
The limit	**What the answer does NOT cover**	**A salesperson who knows the limit of their argument does not get cornered on it**

> **New objection this quarter: spare parts availability, at 17 % of visits.** It has no written answer anywhere in the company. **Exactly the kind of subject that is easier to deal with at 17 % than at 40 %** — hence the escalation threshold proposed.

For the sales director to settle

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Legal notice (in French): bluelemonagent.ai/mentions-legales

Frequency threshold above which a new objection must be escalated: _____

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