

## Objection Handling

As SDRs or Account Executive, objections are a natural part of the sales process. Here are some common objections that CIM sales reps have heard over the years and a few tip's and trick's to move past them.

### Budget Objection

Objection	Response
No budget available	Explain that most clients initially lack budget for your solution but highlight potential savings and ROI with no upfront costs.
No budget at present...come back next year	Emphasise that your solution starts paying for itself within six months and delaying could result in lost savings. Mention the opportunity cost of doing nothing.
The CIM fees are higher than expected	Suggest revisiting BANT qualification to ensure suitability. Explain that your solution typically delivers results within six months and provides tangible benefits compared to other methods. Mention the potential for economies of scale with multiple sites.
Peak usually starts to pay for itself within six months	Ask if they have an EMS or are paying consultants for energy reports, and explain how your solution is more effective in delivering results.

### Needs Objection

Objection	Response
HVAC on our site is already optimised'	Mention your experience in optimising even highly optimised plants and provide case examples. Highlight the value of having a single view and predictive capabilities. Mention the opportunity to improve energy efficiency and operational performance.
Nothing...non-responsive	Escalate to a senior sponsor if there's no response from the client.

### Time-Based Incentives

Objection	Response
If there is no urgency and/or burning need from the client then we need to disqualify them (put them into 'nurture' status on SF)	Explain the benefits of deploying your solution now, such as assistance with independent commissioning and future-ready BMS specifications. Highlight the benefits of deploying now, including immediate savings and performance improvements.

### Technical Objection

Objection	Response
We don't want other companies controlling or making changes to our systems	Clarify that your solution is read-only and does not make changes to their systems. Emphasise data

	security and offer reassurance by involving IT experts. Share your security documentation for their peace of mind.
Security Concerns third-party hardware and data breaches	Explain that you collect non-personalised data related to HVAC systems and emphasise your dedication to cybersecurity. Offer to involve your IT team and provide security documents for their internal teams.

#### Timing Objection

Objection	Response
BMS upgrade due next year, come back then	Suggest that your solution can assist with independent commissioning and offer assistance in specifying a BMS that is data analytics-ready in the future. Highlight the benefits of deploying now, including immediate savings and performance improvements.
No/low resources', and/or 'We're too busy, come back next year	Explain how your solution can collaborate with their technical engineering team to improve productivity and automate monitoring, reducing their workload. Mention success stories and the cost of doing nothing, potentially wasting 20% of energy spend. Offer a follow-up with a specialist to explore further.

I am interested however, there are no plans to make changes at the moment	Acknowledge their stance and offer to continue the conversation for a longer-term project. Reiterate the opportunity cost of doing nothing, potentially wasting 20% of energy spend.
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### Resources Objection

Objection	Response
With our return-to-work program, we are focused on keeping the building safe for staff, while I'd love to optimize to save energy, we are too busy.	Highlight potential time-saving benefits of your solution, allowing them to focus on other projects. Emphasise safety while ensuring HVAC optimisation for staff and cost savings. Offer a follow-up with a specialist for a detailed description of how your solution works and how it can align with their safety goals.
We have a number of other projects impacting utilities and BMS	Share how your solution can identify and prioritise issues, reducing their workload. Explain that by addressing these issues, they can allocate resources more effectively for other projects.

### Never Heard Of You

Objection	Response
We don't know you, and we use systems to monitor our sites.	Highlight your experience in their industry sector, mentioning well-known clients. Explain how your solution complements existing

	<p>systems and offers a single view for improved performance.</p> <p>Mention compliance with industry standards and your expertise in HVAC optimisation.</p>
<p>HVAC optimisation is ALL we do, and we are experts. Our platform has been developed to identify savings in HVAC</p>	<p>Share your successful track record across various buildings and climates. Mention client testimonials and emphasise the expertise of your team.</p>






#### Existing Supplier

Objection	Response
<p>We have Partners/contractors for this type of work</p>	<p>Explain that you collaborate with many companies, including FM partners like CBRE and JLL.</p> <p>Emphasize how your solution improves operational efficiency compared to consultants and offer transparency in third-party contracts. Mention that large sites require ongoing optimization, not just one-time reports.</p>
<p>Partners typically means consultants, who will charge excessively for reports. This report is given to a time-poor facility manager who will not have the bandwidth to implement (or verify the success) of the recommendations. Large sites are not 'fix and forget'</p>	<p>Clarify the limitations of consultants and their focus on reports. Highlight the ongoing value of your solution in optimising plant performance. Mention the cost-effectiveness of your approach and its potential for continuous improvement.</p>

<p>Mouse guarding cheese. They are not incentivised to optimize the multiple data points in your plant or look for energy reductions for example. We sit on top of your BMS feeding from source data, to increase efficiencies, asset optimisation, reduce costs and increase comfort</p>	<p>Use the analogy to emphasise that consultants may not have the incentive to optimise like your solution does. Highlight your ability to increase efficiencies, reduce costs, and enhance comfort by leveraging real-time data from their BMS. Mention your focus on continuous improvement.</p>
<p>We already use analytics providers</p>	<p>Explain that your platform combines world-class analytics with expert engineers. Emphasise your specialisation in buildings and your team's ability to dig deeper for insights. Mention well-known clients like Dell, Analog, Johnson and Johnson as examples of your success. Highlight that your solution offers historical and near-real-time data.</p>
<p>Emphasise the reason CIM are gaining such success is the combination of data analytics with world-leading technical experts.</p>	<p>Highlight that your success is driven by the synergy of data analytics and technical expertise. Mention how this combination sets you apart from other providers.</p>
<p>We have a corporate policy - We need to validate with head office to see what they are doing. We need to see what the States are doing.</p>	<p>Offer to validate and benchmark your solution against their corporate policy. Highlight your status as an approved global solution provider for J&amp;J and your experience in optimising HVAC across multiple regions.</p>
<p>We use systems to monitor our sites.</p>	<p>Explain that monitoring alone does not add value and an EMS only</p>

	<p>identifies excessive energy consumption. Emphasise that your software identifies and resolves operational inefficiencies, bridging the gap between identification and actual savings. Mention the value of real-time insights and problem resolution by your technical customer success team.</p>
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**We received a lower price from our Engineering Consultant**

Objection	Response
<p>We received a quote for FDD from an engineering consultancy firm, and it is much cheaper</p>	<p>It is rarely an apples-to-apples comparison</p> <p>Engineering consultancies are not software companies, they want to sell you hours. So they are white-labelling an off the shelf FDD platform (*probably skyspark) as part of a ‘cheap and creep’ tactic</p> <p>The price point they offer FDD at can often be zero (or negative) mark-up, just to make it look financially attractive. It’s a trap!</p>
<p>There are <b>FOUR</b> pillars where CIM is totally different to what Skyspark offer:</p>	<div> <p><b>What makes CIM different</b></p> <div> <div>  <p><b>Proven model</b></p> <ul style="list-style-type: none"> <li>• Workflow tool</li> <li>• Free issue BACER</li> <li>• Unlimited data points + users</li> <li>• Commercial model</li> <li>• White labelling</li> </ul> </div> <div>  <p><b>Tech stack</b></p> <ul style="list-style-type: none"> <li>• AI powered</li> <li>• AWS hosted</li> <li>• Tech debt free</li> <li>• 99.99% uptime</li> <li>• Cyber secure</li> <li>• Rules library (metric + imperial)</li> </ul> </div> <div>  <p><b>R&amp;D</b></p> <ul style="list-style-type: none"> <li>• Vertical transport</li> <li>• Energy meter alerts</li> <li>• Portfolio benchmarking</li> <li>• Sustainability tracking</li> </ul> </div> <div>  <p><b>Partner support</b></p> <ul style="list-style-type: none"> <li>• Onboarding + commissioning included</li> <li>• Technical Training</li> <li>• Full CS Tech Support</li> </ul> </div> </div> <p> CIM</p> </div>
<p>1. Proven Model</p>	<ul style="list-style-type: none"> <li>• Unlimited data points <ul style="list-style-type: none"> <li>◦ Highlight the skyspark price (<a href="#">Here is the skyspark pricing mode</a>!) is based on the number of data points, and often the consultant will select a low number, which will need to be supplemented by ‘<b>manalytics</b>’ which is not as</li> </ul> </li> </ul>

	<p>reliable, as fast, as repeatable, or as cost effective as software.</p> <ul style="list-style-type: none"> <li>• Unlimited users (or seats) <ul style="list-style-type: none"> <li>◦ Mention things like ‘the more data we have and the more people that are collaborating to operate your building(s) then the better the outcome for you’</li> </ul> </li> <li>• The workflow management tool (integrable with your CMMS via API) ensures that issues get resolved in real-time. <ul style="list-style-type: none"> <li>◦ Mention that some engineering consultants will want to present reports to you every month. Highlight the opportunity cost of this model</li> </ul> </li> <li>• Commercially - Onboarding &amp; commissioning cost is included in PEAK SaaS fee <b>which can be \$50k per year</b></li> </ul>
2. Tech stack	<ul style="list-style-type: none"> <li>• AI powered for onboarding means we can rapidly deliver insights across portfolio, as we do not depend on engineers to commission points and deploy rules <ul style="list-style-type: none"> <li>◦ Mention ‘time to alerts’ live metric (i.e. from date the data starts flowing to the date we are providing insights across a portfolio is typically &lt; 30days)</li> </ul> </li> <li>• AWS hosted <ul style="list-style-type: none"> <li>◦ Unlimited data storage, historical. Skyspark want clients to host the data themselves. CIM do not</li> </ul> </li> <li>• Tech debt free <ul style="list-style-type: none"> <li>◦ We own the software, and the rules library. We are independent, agnostic, and agile. We are in full control of our product dev roadmap.</li> </ul> </li> <li>• Cyber secure</li> </ul>



	<ul style="list-style-type: none"> <li>◦ Unparalleled focus on cyber security</li> <li>◦ <a href="#">Content library here</a></li> <li>◦ NOTE: Skyspark currently is not SOC1/2, or ISO270001 compliant</li> <li>• Rules library (metric + imperial) <ul style="list-style-type: none"> <li>◦ Suitable for global deployments</li> </ul> </li> </ul>
3. R&D / Innovation	<p>As CIM own the software we are in full control of our product dev roadmap, so we are constantly innovating on new products &amp; new features that align to our clients key results.</p> <p>Some of our recent innovations include:</p> <ul style="list-style-type: none"> <li>• Vertical transport FDD (*T&amp;Cs apply around access to lift data needs to be requested by client)</li> <li>• Energy meter monitoring <ul style="list-style-type: none"> <li>◦ Spikes rules based on historical data - indicates excessive consumption, water leaks, <ul style="list-style-type: none"> <li>▪ Key for landlords as if the tenant energy meter goes offline they will need to absorb the difference due to the data gap</li> <li>▪ Also vital for any sustainability rating program (e.g. LEED platinum, NABERS IE, etc)</li> </ul> </li> </ul> </li> <li>• Portfolio benchmarking <ul style="list-style-type: none"> <li>◦ <i>{not sure if Skyspark offer this}</i></li> <li>◦ Visibility and transparency across portfolios</li> <li>◦ Agnostics to BMS make or model</li> </ul> </li> <li>• Sustainability tracking <ul style="list-style-type: none"> <li>◦ <i>{not sure if Skyspark offer this}</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◦ Visibility of building score and when it is due for renewal</li> <li>• Leaderboard (Driving behavioural change) <ul style="list-style-type: none"> <li>◦ Showing which building is performing well, and who are the laggards</li> <li>◦ Visibility into entire supply chain, speed at which contractors are closing actions. Not offered by Skyspark solution</li> </ul> </li> </ul>
4. Partner support	CIM have a team of 20+ mechanical/BMS engineers, Skyspark do not. They only offer software support.
<p>Use the <b>BUILDING ANALYTICS - KEY REQUIREMENTS AND INDUSTRY BEST PRACTICE <a href="#">template</a></b> to forensically compare how PEAK is different to the solution being proposed by the engineering consultant</p>	