

Wellthy Partner Sales Guide: Objection Handling: Navigating Common Concerns

This resource is designed to help your team respond confidently when prospects raise concerns or hesitations. Pair these responses with our framing questions guide to keep conversations consultative and value-driven.

1. Budget & Cost Concerns

Common objection: *“We don’t have the budget for another benefit right now.”*

How to respond → Totally understood. Most employers feel that pressure right now. What resonates with clients is that Wellthy directly reduces absenteeism, lost productivity, and turnover among — especially amongst mid-career employees. Those are some of the most expensive issues an employer faces. The investment in Wellthy pays for itself within the first year through measurable hours saved and improved retention.

Common objection: *“This seems like something employees should manage on their own.”*

How to respond → That’s a common assumption, but caregiving has become one of the biggest hidden drivers of absenteeism and burnout. Reach shows that nearly 1 in 5 employees say they’ve left a job because their employer didn’t offer child or senior care benefits. Employers are realizing it’s not a ‘personal issue’ — it’s a workforce issue. Supporting employees where they’re struggling most is one of the fastest routes to lift productivity.

2. Overlap with Existing Benefits

Common objection: *“We already have an EAP / backup care / parenting resource.”*

How to respond → Those programs are absolutely helpful, but most are reactive and self-serve. Wellthy is different because every employee gets a dedicated care expert who actively coordinates appointments, providers, insurance issues, and long-term care navigation. It completely fills the gap where EAPs and point solutions stop.

Common objection: “Our HR team already helps employees with caregiving questions.”

How to respond → We know that HR teams genuinely want to help, but the coordination families need today — medical, financial, education, childcare, teen support, aging & eldercare — is incredibly complex and time-intensive. HR teams also end up absorbing much of the emotional load employees carry, which can lead to burnout. Wellthy relieves that pressure so HR can stay focused on strategic work while employees get dedicated, expert support.

3. Adoption & Relevance

Common objection: “Will employees actually use this?”

How to respond → Yes. 2 in 5 full-time workers in the U.S. are caregivers — and caregiving impacts nearly every working household at some point. The moment employees hit a complex situation — a parent’s diagnosis, childcare changes — Wellthy becomes an immediate lifeline. Wellthy’s activation rates are consistently strong because the need is both real and frequent.

Common objection: “I’m not sure we have enough caregiving needs to justify this.”

How to respond → Of course, and that’s exactly why framing questions are so helpful — caregiving strain is often hidden in data like absenteeism, leave requests, exit interview themes, and mid-career burnout. Once leaders look at those indicators, the need becomes clear quickly.

4. ROI & Outcomes

Common objection: “How do we know this will make a measurable impact?”

How to respond → Wellthy tracks concrete outcomes — hours saved per employee, reduced time away from work, and improved retention. Employers rely on this data to show the program’s value and justify the investment. It’s one of the reasons Wellthy is seen as a strategic, ROI-positive benefit rather than a perk.

Common objection: “This sounds great, but we need more proof.”

How to respond → We’re happy to share case studies and metrics. Employers consistently see measurable improvements in productivity and employee experience, especially in mid-career populations balancing complex family needs.

5. Implementation & Complexity

Common objection: “This feels like a heavy lift to roll out.”

How to respond → Implementation is fast and low-lift. Wellthy provides:

- A dedicated account team: implementation and ongoing, proactive support
- Tailored marketing efforts: co-branded landing page, marketing toolkit, engagement campaigns
- Data and analytics: comprehensive utilization reporting and service insights
- Quality assurance and escalation support: continuous monitoring and feedback loops, established escalation and transparent QA processes
- (For this with Backup Care): Dedicated Backup Care specialists who support employees with backup care searches, requests, and reimbursements

Most clients go live in weeks, not months, and HR teams consistently tell us it’s one of the easiest benefits they’ve implemented.

Common objection: “Do employees need training or setup?”

How to respond → No training required. We’ll provide your HR team with all of the necessary marketing materials to ensure employees understand what Wellthy is, how to utilize services, and are excited about this amazing new benefit. Employees can get started immediately once we’ve launched, and each family is carefully matched by a dedicated Care Coordinator who leads the way. It’s designed to be simple from day one.