

# COMMON OBJECTIONS

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*Here are the top objections seen during the Vireo sales cycles.*

Objection	Reframe
It costs more than what I was expecting.	<p>Customers often think we only sell the indoor hydroponic garden (garden) and are shocked by the price. It is vital that they understand the value proposition and other offerings included for teachers and students when working with Vireo.</p> <p>Repeat their objection and ensure they have a strong comprehension of everything that is included in the offer. Generally, once they understand that the whole school is benefiting from the project, they change their minds.</p>

Objection	Reframe
It is too expensive for us.	<p>School budgets, government aid and various grants are applicable to the various types of projects achievable by this immersive educational garden.</p>

Objection	Reframe
We don't have enough time for a project like that.	<p>Vireo's offer is made so you don't have to put too much time into it in comparison with the benefits you'll get from it. Turnkey activities and content are planned to be used without much preparation.</p>

Objection	Reframe
We don't have enough free space.	<p>The indoor hydroponic garden is on wheels and it's specifications (size, weight and power supply requirements) enable you to install the garden in various locations throughout the school. It can be placed in a class, lab, library, cafeteria, hallway, etc. It's portability enables the entire school to benefit from the project and therefore has an impact on the entire environment.</p> <p>It's also important to note that the garden can be placed in a space that has low or no natural light. The garden's lights ensure that the plants have enough light to grow well.</p>

Objection	Reframe
<p>Why would I invest in this project and resource instead of another?</p>	<p>The amazing thing about the Vireo project is that it's infinite. The possibilities and educational axis of the project can change through the years. One year, you can focus the project on entrepreneurship, the next on healthy habits, the next on an extracurricular activity or mix diverse axis every year. The full potential of the project is endless.</p> <p>Also, the pedagogical content and the learning platform are continually improving; therefore, you have new and exciting content frequently.</p>

Objection	Reframe
<p>I don't feel like it fits with the school's educational priorities</p>	<p>That's an objection where you have to get the prospect talking. Ask them what their priorities are for the next school year, or even five years. This can help you link the project with their priorities in a way that they did not know was possible. If it's not in the priorities for next year, it might be in the future and it might give you information about when it would be a good timing for a sale.</p> <p>This objection is also a great opportunity to showcase the infinite possibilities of the Vireo project.</p>