

Price Negotiation & Objection Handling

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces negotiation scripts and objection handling — responses to too-expensive, another-photographer-is-cheaper and can-you-do-it-for-less, plus value reframing and smart concessions (deliverables not price) — so you protect your price and margin. Use it before client discussions. For value pricing use the Value-Based Pricing Strategy tool.

Purpose of this tool & output

Hold your price without losing the booking

How the output is used

Use it to hold your price without losing the booking — a negotiation and objection-handling guide for common client push-backs.

Important cautions

Reframe price objections to the irreplaceable value and your reliability; if you must concede, reduce deliverables (an album, a day) rather than slashing the core price — and be willing to lose the client who only wants the cheapest.

Companion documents

- Pricing Model
- Quotation & Proposal Builder
- Project Cost Calculator
- Value-Based Pricing Strategy
- Package Price Optimization
- Seasonal & Demand Pricing

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.