defend-id

OBJECTION HANDLING · 2026

What they say, what they mean, what to say back.

"We can't add cost right now." Budget is real, or they don't see the risk yet.	Start with Essentials: $99 a month for the business, month to month. Every employee still gets fully managed identity theft recovery, and employees can add monitoring themselves through payroll at no cost to the business. Then ask: "What would one incident cost you, between figuring out whether it's reportable, notifying people and the hours away from the business?"
"Our IT company handles security." They think defend-id replaces IT.	"Good, keep them. defend-id doesn't replace your IT or security tools. It covers the parts IT usually doesn't: written policies and compliance documentation, employee training records, vendor tracking, and what to do legally when an incident happens."
"We're too small to be a target." They don't think a breach applies to them.	Don't argue with a statistic. Ask about their exposure: "Do you keep customer or employee records? Do your people use email? Then a lost laptop or a phished password is a possible incident. The question is whether you'd know what to do."
"Our bank or credit card already monitors for fraud." They think monitoring equals protection.	"That alert covers that one account. It tells you something happened. It doesn't fix it. When an identity is stolen, a defend-id Recovery Advocate handles the calls to banks, creditors, credit bureaus and agencies, start to finish."
"Employees won't want their employer seeing their personal information." Privacy concern, often from HR.	"They won't. Monitoring alerts and recovery communications go directly to the employee. Employers are not notified of individual identity events."
"HR doesn't have time for another program." They expect admin work.	"Setup takes an employee list: name, date of birth and contact information. After that, you add or remove employees as your team changes. If an employee has an identity issue, the Recovery Advocate is the help desk, not HR."
"Can you do better on price?" Testing for a discount.	"Pricing is fixed, and I don't have authority to change it." Then help them choose: Essentials if budget is the limit, Comprehensive if they want every employee covered.
"Let me think about it." There is an open decision you haven't named.	Name the decision: "Is it which plan, or the budget?" Then offer the next step: "I'll send a proposal for your headcount. Can we look at it together Thursday?"