

REP TOOLKIT

# Objection Handler Guide

Word-for-Word Responses to the 10 Most Common Objections

Every objection is a question in disguise. Use these responses to reframe, acknowledge, and redirect toward a 15-minute demo booking.

<b>OBJECTION #1</b>	<b>"We're too busy / don't have the bandwidth."</b>
<b>YOUR RESPONSE</b>	"I completely understand — and that's exactly why this works. FitPeo handles everything: devices, monitoring, documentation, and billing. Your staff does nothing extra. The program runs in the background and the revenue shows up on your monthly report. 15 minutes to see how it works?"
<b>OBJECTION #2</b>	<b>"We already have an RPM vendor."</b>
<b>YOUR RESPONSE</b>	"That's great — you're already seeing the value of RPM. The question worth asking is: are you capturing ALL the billable codes? Most practices miss 99458 add-ons and CCM codes that could add 30-40% more revenue. I'd love to do a quick side-by-side — just 15 minutes."
<b>OBJECTION #3</b>	<b>"Our patients aren't tech-savvy / won't use the devices."</b>
<b>YOUR RESPONSE</b>	"That's a common concern — and FitPeo was built specifically for older, less tech-savvy patients. The devices are simple Bluetooth monitors — no apps, no passwords, no setup required by the patient. FitPeo's patient engagement team handles onboarding with a 87% retention rate."
<b>OBJECTION #4</b>	<b>"We don't want to deal with billing headaches."</b>
<b>YOUR RESPONSE</b>	"You won't have to. FitPeo handles the entire claims process — coding, submission, take-backs, denials, and accounts receivable. You receive a monthly report and a check. That's it."
<b>OBJECTION #5</b>	<b>"What's the catch? What does it cost?"</b>
<b>YOUR RESPONSE</b>	"There's no upfront cost to the practice. FitPeo operates on a revenue-sharing model — they earn when you earn. Devices are shipped free to patients, and patients pay nothing out of pocket because it's 100% Medicare covered. The only thing you're risking is 15 minutes of your time."



<b>OBJECTION #6</b>	<b>"We tried RPM before and it didn't work."</b>
<b>YOUR RESPONSE</b>	"I'd love to hear what happened — because that's usually a sign of a vendor that didn't handle the patient engagement side. FitPeo has a dedicated patient success team that manages outreach, reminders, and compliance. That's why they see a 95% 12-month retention rate. Would you be open to seeing how their approach is different?"
<b>OBJECTION #7</b>	<b>"I need to talk to my office manager / billing team first."</b>
<b>YOUR RESPONSE</b>	"Absolutely — that makes sense. Can we set up a 15-minute call that includes them? I can walk through the whole program and answer any billing or operational questions they have. That way everyone's on the same page at once. What day works best?"
<b>OBJECTION #8</b>	<b>"We're not taking on anything new right now."</b>
<b>YOUR RESPONSE</b>	"I respect that. The one thing I'd say is that RPM revenue is already Medicare-approved and waiting to be claimed — it doesn't create new work, it just captures revenue you're already entitled to. Even if the timing is off, would it be worth a 15-minute call in 60 days? I'll put it on the calendar now."
<b>OBJECTION #9</b>	<b>"How do I know the revenue projections are real?"</b>
<b>YOUR RESPONSE</b>	"Fair question. The numbers are based on published Medicare Physician Fee Schedule rates — these are public CMS data, not estimates. I can show you the exact CPT codes and what Medicare reimburses for each one. The projection I'll build for your practice uses your actual patient panel size. Want to see it?"
<b>OBJECTION #10</b>	<b>"We don't have enough Medicare patients."</b>
<b>YOUR RESPONSE</b>	"Let's check that assumption together. You only need 50 Medicare patients with a chronic condition like hypertension or diabetes to generate over \$12,000/month. Most primary care practices have well over 100. Do you happen to know roughly how many Medicare patients you see monthly?"

*Key principle: Never argue. Acknowledge, reframe, and ask for a small next step (15-min call). The goal of every response is to get the demo booked at [seeitpeo.com/bookademo](https://seeitpeo.com/bookademo).*