Template

Price objection scenario planner

Brand or franchise _____ Quarter _____ Owner _____ Compliance reviewer _____

1 Audiences Who asks, who answers and what the answer may draw on

Who asks	Who answers	Approved materials (ID and version)	Gates that fail the attempt	Next practice
Prescriber One patient				
Practice or office staff One patient				
Payer, PBM or formulary committee A population				
IDN, hospital or health system A population				
Hospital value analysis committee A population				
Supply chain or GPO Contract price				

2 Scenario builder One per audience

Audience and persona _____ **Who practices** _____

The objection, in the customer's words

_____

_____

The follow-up the customer usually adds

_____

Question that finds the real issue _____ **Approved answer source** _____

Handoff (team and process)

_____

Gates

☐ _____

☐ _____

☐ _____

Weights: diagnosis _____ **approved answer** _____ **handoff and return** _____ **pass mark** _____

3 Access changes As approved for field use

Approved on	What changed	Scenario updated	Practice by

4 Results by round

Round	Pass rate	Most common gate miss	Misses
1			
2			
3			

Payer economic analyses stay with payer audiences. Check every gate and answer source with compliance before the build.