



# Pricing-Pushback Coach — Session Export

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*This is a sample chat transcript. Paid exports include the full session, attached files, tool specs generated mid-conversation, and a tricolor flag-stripe Lab-Specimen header on every page.*

■ USER

Decode this customer pushback: 'Your pricing feels steep for what we get.' What are they really telegraphing?

■ NEUROCORTEX

Three signals stack here:

1. **Reference-anchor mismatch.** They are comparing against a cheaper substitute, not against value delivered. Surface the comparison explicitly — ask 'compared to what?'
2. **Loss-frame language.** 'Steep' is a felt cost, not a calculated one. Reframe to a single deliverable they cannot get elsewhere.
3. **Permission-seek.** Soft objections often mean they want to buy but need a justification to take upstairs. Hand them the justification in writing.

// next move: open with 'compared to what?' before answering.

■ USER

Build me a 4-step playbook from that.

■ NEUROCORTEX

1. **Diagnose the anchor.** 'Compared to what budget line?' Get the comparison explicit in their own words.
2. **Reframe to differentiated value.** Name one outcome only your tool delivers. Quantify it in their currency (revenue, hours saved, regulatory risk avoided).
3. **Provide the upstairs memo.** Write the 3-bullet justification they will paste into Slack. Save them the work.
4. **Offer a graduated commitment.** A 30-day pilot at the same price, but with a defined success metric, converts the soft objection into a forecastable yes/no.

// next move: run step 1 on the next reply, do not skip ahead.

■ USER

Generate a Tool: 'Pricing-Pushback Coach' that runs this playbook on any pasted objection.

■ NEUROCORTEX

## Tool spec — Pricing-Pushback Coach

- **Mode:** form
- **Discipline:** language / persuasion
- **Inputs:** objection\_text (textarea), buyer\_role (select: champion / executive / procurement), product\_category (text)
- **Output sections:** (a) Anchor diagnosis, (b) Differentiated reframe, (c) Upstairs memo (3 bullets, paste-ready), (d) Graduated commitment offer
- **Guardrails:** never invent numbers; ask user to fill missing data; cap each section at 120 words.

Ready to publish to your private library. Add to marketplace? // next move: name it and ship.