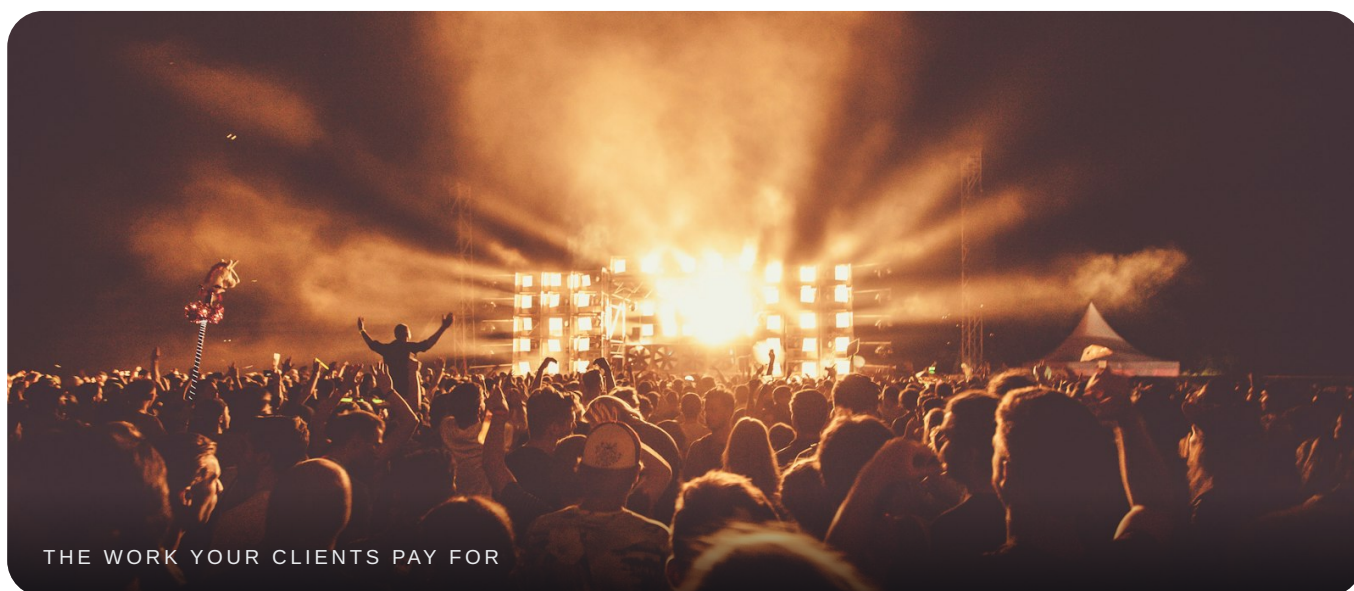


FREE SAMPLE · FROM THE QUOTE & CLOSE VAULT

The "*Competitor Is Cheaper*" Script

The word for word reply that saves the booking without touching your price.



THE WORK YOUR CLIENTS PAY FOR

01

Why this moment matters

The one conversation that decides your season's margin.

02

The script, live

The full three step reply, shown in a real conversation.

03

Why it wins

The psychology, the math, and what else the Vault handles.

Every lighting company is excellent at light. Very few are trained for the ninety seconds *after a client questions the price*. Yet that moment, not your rig, decides what your season actually earns.

Why lighting gets squeezed. Couples compare your quote against a DJ's add-on uplights and a venue's house package. They are not comparing craft, because nobody has shown them the difference. The price objection is really an information gap, and the vendor who fills it wins.

Why discounting quietly compounds. Drop 15% once and that couple refers three friends at the discounted number. Your rate card resets without you deciding it. Holding price with grace is not stubbornness, it is how your average ticket grows year over year.

01 The objection is predictable

Some version of "we found it cheaper" appears in a big share of quotes you send. Predictable means scriptable, and scriptable means winnable.

02 Speed and composure beat persuasion

The couple is nervous sending that message. A calm, generous, confident reply within the hour often closes before any "technique" matters.

03 Your real competitor is invisible

You are rarely losing to another pro. You are losing to "do we even need professional lighting?" The script answers that question without arguing.



Nobody remembers the quote. Everyone remembers the room. The script on the next page simply reminds them.

Sarah's quote went out Sunday. It's Tuesday night.

Send each step as its own message. Pause after step one, her answer tells you how hard to lean on step two.

S

Sarah · Sept 14 Wedding

• Inquiry, quote sent 2 days ago

Hi! So we love your work... but honestly we got another quote for quite a bit less.
Can you match it?

STEP 01 · AGREE, THEN REFRAME

Totally fair to compare, this is a big day and you should! Quick question so I can advise you honestly: does their quote include the same fixture count, an on site tech for the full event, and backup equipment? Those three are usually where lower quotes save the money.

No defensiveness. Three quiet questions that inspect the cheaper quote for her.

STEP 02 · SELL THE RISK, NOT THE LIGHTS

Here's the honest difference: lighting is the one vendor where a failure shows in every photo, forever. Our price includes a dedicated tech in the room and backup units on site, so if anything blinks at 8pm it's fixed before your guests notice. That's what the difference buys.

Anchors your price to her wedding photos, emotional and permanent.

STEP 03 · OFFER SCOPE, NEVER A DISCOUNT

And if budget is the deciding factor, I'd rather adjust scope than quality. We could go from 24 uplights to 16 and keep everything else identical, which brings it to \$2,650. Which direction feels right for you?

A path to yes that protects your rate card forever.

WORKS ON

Email, text, DMs and calls.
Weddings, galas and corporate quotes alike.

ADAPT

Swap the fixture numbers and price for your own package before sending.

TIMING

Reply within the hour if you can.
Composure plus speed is the close.



Validation first

You agreed with her, so there is nothing to push against. Defensiveness is what actually loses these deals.



Three quiet questions

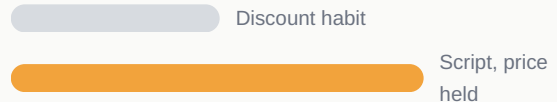
Fixture count, on site tech, backups. Each plants doubt in the cheaper quote without one bad word about a competitor.



Scope, not price

Reducing scope protects your rate card. Discounting once reprices every future referral she sends you.

What holding your price is worth. Face this objection 20 times a season, close even 4 of them at full rate instead of discounting across the board, and you have kept thousands in margin, from one script, used as written.



What the full Vault handles for you

INSIDE THE FULL VAULT

Every money conversation, word for word

- ✓ 13 more objection scripts, including "we'll think about it" and "we only need a couple of uplights"
- ✓ Quote presentation templates with tiered packages
- ✓ Add-on menus: monograms, washes, pin spots
- ✓ Speed-to-lead first hour reply templates
- ✓ Deposit and balance follow-up messages
- ✓ The pricing psychology guide that lifts average ticket

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