

HANDLING OBJECTIONS

Objection: How much time do I have to decide?

"How much time do you need to decide?"

"Is there something in particular you need to think about that we can discuss right now?"

Flesh that out and talk about it. It will likely lead to:

Objection: I need time to find the money and look over my finances. I just don't make decisions on the spot. I need to check with partner or spouse.

"Okay great. When specifically will you be talking with your partner or spouse?", or

"When will you be looking over your finances", or

"When will you be sitting down to think about it?"

"Perfect. So you will have spoken with your spouse/partner (or looked over your finances) by noon eastern tomorrow..."

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Objection: I have no money.

"Okay..."(Silence) "We understand that finances can be a challenge, and we always do our best to work with people in this scenario."

"Let me ask you this, is this something you really want to do? Because if it's not a good fit, that is okay, too."

("Oh no, I want to do it.")

"So how can we make this happen for you?"

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Objection: I can't afford it.

"Tell me more about that." (Let them tell you.)

"OK, so you shared with me throughout the call that this is exactly what you need to do to move forward. So tell me, how is it that you are going to afford to continue without it?" ("I can't.")

"So how can we make this a reality for you?"

Objection: I don't have the money.

"Isn't that why you came on the call to begin with!?"

Objection: Once I make some money then I want to work with you.

"So tell me how that would work?" (Let them tell you whatever.)

"Okay, so let me see if I've got this right? What you are saying is that you are going to continue to do what you have told me is building your business slowly, and isn't even paying your bills. And you are going to continue to do what's not working long enough to someday build up a SURPLUS of cash to invest in what will work? Is that an accurate statement?"

(Well, that sounds silly, I know.)

"So how can we make this work for you?"

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Objection: I need some time to think it over.

"I get that... and I encourage that. We want this to be a great fit for everyone."

"Can I ask you this? What haven't we discussed that you still need to think about? That's why I take the time on these calls. I'm here right now to help you make an empowered decision. While you still have me on the phone here, what questions or concerns do you still have that are unanswered?" (Discuss those.)

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Objection: It's not a good time.

"Do you mind if I ask you a question about that?"

"When WILL it be a good time for you to start putting the things you said are most important to you into your life?"

Or...

"How will you know when it's time to start doing and having the things in your life that you just told me were so important?"

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Objection: I need to check with partner or spouse.

"Yes, I totally understand. That is very important. So let me clarify here. Are you saying you are in, and you just need to get a 'sign-off' from your spouse/partner, and then we are moving forward? Or is there something else?"

If yes, say, "Okay great. When specifically will you guys be able to talk?"
"Perfect. So you will have spoken with your spouse by noon eastern tomorrow..."

"Awesome, I just friended you on Facebook, just reach out to me there and get enrolled by noon tomorrow and I will hold those savings for you until then."

If they can decide in 24 hours, or the next day, we just set a specific TIME and DAY they need to enroll by to get the incentive price.

Note: OFFER to get on the phone with the spouse and discuss, too. It works really well when you do. Just be sure when if they do come on the phone that you don't start blabbing about you.

Start the conversation by asking "Great, what questions do you have about us helping your husband/wife....(grow their business, lose weight, balance their hormones...etc)?" and address their concerns and questions only.

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Objection: I've bought other services like this and still haven't gotten the results I wanted.

"There's somebody you don't trust and it's either me or you. Which do you think it is and let's discuss that."

"What SPECIFIC outcomes would you need to see to make this TOTALLY worth the investment of time and resources? What would make this a complete NO BRAINER for you?"

"That's exactly what we will be addressing"

Objection: Do you have a guarantee?

"Absolutely. We guarantee that if you keep doing what you're doing, you'll get the same results. So that's our guarantee."

"Now with that said, we also guarantee that our system works. But if you're looking for an out before you begin, then we're probably not a good fit for you because that's really not the energy that will serve you or us."

"It's all good either way. Let's just be clear that you should either commit to this with the attitude that this is going to work for you fully and completely or you decide that it's not right for you at this time. If it's not a good fit, that's totally ok."

"But I can assure you this, people who are looking for a reason for something not to work, usually find it."

THE MAGIC QUESTION...

Use this magic question if your prospect is on the fence:

“Look, the REAL decision you are making isn’t whether or not to buy a website with me or anyone else out there. That’s really irrelevant....

The REAL decision you have to make is whether, or not, you are ready to commit to (having the things they said they wanted to have in their business and/or life), or whether, or not, you want to continue... (having all the problems and challenges they just told you they had).

THAT’S the REAL DECISION you are going to be faced with, until you are ready to change.

THIS IS MAGICAL. It makes the decision about gaining what they want in life, not about coaching with you.

REMEMBER: They are not making a DECISION to work with you, coach with you, or “buy your service”, they are making a DECISION on whether or not they want to stay stuck where they are, or move forward and gain the things in life they really want.

WHAT WE WILL NOT ACCEPT

Any words that do not mean **YES** or **NO**.

This decision is **BINARY** not a grey area.

“OK, well can you send me something via email?”

“OK, well how do I get back in touch with you if I decide to move forward?”

“Ok, I’m going to need to think about this”

“Ok, I’m going to have to ask my business partner, wife etc.”