

# THE 5 PRIMARY OBJECTIONS AND HOW TO HANDLE THEM



## THE FINANCIAL OBJECTION

“I can’t afford it.”

“I see the value; I just don’t know if I can afford it.”

When someone says either of the above statements, it can mean that they truly do not have the resources to afford your program or they aren’t being resourceful enough to find a solution.

There are many different ways you can respond. I personally prefer to lead with compassion and understanding. If I can truly relate to what they are experiencing, I will lead with compassion using one of the following statements:

“I understand.”

“I hear you.”

“I totally get it.”

And then I’ll decide what direction I want to go with our conversation. Here are a few possibilities:

One option - Storytelling and then asking a question

“I remember when...” (and share a story of when I didn’t think I could afford something, and what I did to be resourceful to figure out a solution, and what the result was of that experience)

Following the story, I may ask, “What comes up for you when I share my story?” So I can see if they are resonating with me... or not!

Another option - Asking deeper questions; here are a few examples:

“If you don’t mind me asking, how are you generating an income right now?” (I ask this to get an idea of their money situation. Not that it’s only about whether or not they are generating an income at the moment; it’s simply a starting point to see where they are financially and when it comes to their resourcefulness.)

“One of the things that has helped me to be resourceful to figure out how to afford things is to think about, ‘what if I had to come up with the money?’ So if you had to come up with the money, what would you do?” (I ask this to open them up to a new possibility, as I believe there is always a way to figure out a solution.)

“One of the things that has helped me has been to open myself up to possibility and ask myself, ‘What if it were possible? What if it were easy?’ - and then I start brainstorming ideas on how to make this happen. Would you be open to brainstorming some ideas on how you could make it happen?” Or I may even say, “Whether or not we end up working together, the last thing I’d want is for money to stop you from getting anything you want in the future, so this is an opportunity to open up our minds and see what we come up with... are you open to that?”

(I ask these types of questions to also open them up to a new possibility.)

If they are in a very dire place (i.e. living on food stamps and have zero assets, zero resources, and zero people in their life to support them), and I’m also not seeing a path forward, then I tell them to continue to study my work and stay connected. I put a lot of free content out there online to support people as much as I can.

I have found, more often than not, there IS a way for them to be resourceful enough to find a solution. It’s really about whether or not they believe in themselves and how committed they are to their bigger vision.

## THE VALUE OBJECTION

“Oh wow. I have sticker shock.”

“That’s expensive.”

When someone says either of these statements, it means they don’t see the value in what you’ve presented. In this case, I would go back to gaining clarity on their deep “why” behind what it is that they say they want.

Important Note: This is also an opportunity for you to continue practicing your enrollment conversations and review your Confidence Card so you go deep enough when finding out their “why” earlier on in the conversation as well as going deeper when you share your own story. Additionally, there may be more work to be done on how you transition to your offer, and how you communicate your coaching package/ service / experience so the value lands.

Still, if you’ve gotten to this part of the conversation and they don’t see the value, you can say, “I hear you. I’m curious and would love your feedback; if there was something that was missing for you, what would it be?” Or - “I want to be sure I support you before we jump off our call today. When you shared with me that you want [insert their vision of what they said they wanted], why is that important to you?” - so you can bring them back to their vision and go deeper into their why.

## “THE TIME OBJECTION

“I just don’t have the time.”

“I’m committed to other [programs, obligations, etc.] right now.”

Or - when something big is happening in their family/ health/ life...

Once again, I believe in leading with compassion. Only say, “I understand” if you mean it. If they share something that you’ve never experienced, you can still lead with compassion by saying something along the lines of, “I can only imagine...”

If they say, “I just don’t have the time.” I will lead with compassion, and with a loving tone of voice, I’ll ask, “When you say that time is an issue, what all do you have on your plate right now?” This way, I can get a better sense of what they have on their plate- and, as you and I both know - everyone has the same 24 hours in the day, it’s simply a matter of prioritizing. By finding out what they have on their plate, you may have the opportunity to provide feedback on what may or may not be an actual priority right now, based on what they said they wanted.

If someone is invested in multiple, time-consuming programs at the moment, I will shift gears, as I don’t believe in over-programming someone’s schedule. It’s just too much. In that case, I’ll find out what types of programs they are invested in, and when each of them will be in completion to see when may be a better time for us to start working together - and then I’ll stay connected for follow up opportunities.

If something major is happening in their life with a loved one, their health, or their life, I’ll put myself in their shoes and see how I honestly feel about recommending my programs. Some entrepreneurs push hard to enroll the person anyway to stand for their vision. While I do love to stand for people’s visions, I also always think about how I’d like to be treated if I was experiencing something major in my life. Having gone through some painful experiences myself, I do believe that sometimes it’s best to provide some time and space for healing before diving back into their next stretch. Now, this may not be your opinion. So at the end of the day, be and do what is authentic to you!

## THE TRUST OBJECTION

“I need to think about it.”

If they say “I need to think about it,” either they don’t have all the information, or they don’t trust themselves to make a decision in the moment. Or, they don’t trust you or that your program doesn’t work.

“Note: The key thing here (and in every objection) is to not take things personally and don't be attached to whether or not they become your client. Instead, be wildly committed to making the biggest difference possible for them!

One way to respond to this objection is to lovingly ask, “Is there anything specific you need to think about?”

Sometimes the Trust Objection will shift to the Financial Objection, so if that's the case, you can review that section once more.

Sometimes, they'll say things like, “I just like to take a day to think about things,” or “I'm not going to make a decision today.”

I personally don't like to push people, and at the same time, I do like to get an idea of where they stand, so I may lovingly say, “Just know you can be totally transparent with me; is this program something you are leaning towards or away from?”

Another question you can ask is, “Is there anything stopping you from saying 'yes' today?”

And if they aren't ready - or at least think they aren't ready - to make a decision, I'll schedule a follow up call, ideally within the next 24-48 hours to see if they are in or out.

## THE PERMISSION OBJECTION

“I need to talk to my spouse.”

“I need to talk to my financial advisor.”

“I need to talk to [fill in the blank of anyone they need to talk to to make a decision].”

If they say “I need to talk to my spouse,” I can appreciate that they communicate within their relationship. At the same time, I don't know what their relationship is like, if they have a supportive spouse, or if they've even shared with their spouse what they have shared with me in our enrollment conversation.

So I may say, “I hear you- and I totally respect couples who communicate with one another. Just so I have a sense of where you stand, is this something you are wanting to do?” And if they say, “yes!,” then I may ask, “Do you believe your spouse will support you?”

Another question I may ask is, “Have you shared with your spouse what you've shared with me today about what it is that you really want?”

“And, depending on the personality of the person I’m chatting with, I may say, “I’ve had others ‘check with their spouses’ and have discovered the difference between asking for permission versus requesting support...”

I realize if the lead I’m talking to goes to their spouse and says, “Hey! I want to spend thousands of dollars on this coaching program; can I do it?” versus something like , “Babe, I just had an incredible conversation with a coach, and I really want to do their program, and I need your support.” So I also may share this with them.

I say “I may” share or ask these questions - because I truly don’t believe in a cookie cutter conversation when building a deep connection with someone. I listen intently and navigate the best way to be compassionate and stand for their vision. And if, and only if, I believe I can help them work towards their vision, I will take a stand for them to step into my program.