Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

ANATOMY OF OBJECTIONS IN THE SALES CALL

Objections are the questions you've allowed to fester in the mind of your prospects. It is your job to pre-empt most of their questions so that they arrive at the call pre-sold.

- Objections are crucial information your potential clients need before they'll say "yes" to working with you. Some of this need is conscious (like "I don't have the time" or "it didn't work for me with a previous coach so I'm just too different", etc.) but most of it is subconscious (like "I am not worthy to spend this much $$ on", "My family will reject me if I change like this!", etc.) Most of the time people don't know how to say what they feel or think - they are either embarrassed, or ashamed, or unaware - and they phrase it in the form of an objection to make their DISCOMFORT go away (aka "if I don't buy, I won't have to face my demons and change!")

- Pay attention during sales calls, anticipate objections based on what they are sharing, and add them to your kickass FAQ on the sales page later. This way, you'll address objections head-on, even before they come up, for a smoother sales process, and will know what to weave into the sales call.

- Turn objections into opportunities. When you hear specific wobbles or questions during sales calls, don't just brush them off. Embrace them! Use those objections as fuel to LEAD in the sales call and coach them to the DECISION. And speak to these objections in all your content, posts, videos, interviews, plus build an epic FAQ section on your website. By proactively tackling objections, you'll position yourself as a magical badass coach who knows her stuff and inspires trust in potential clients. Say goodbye to objections and hello to more "hell yes" clients!

Handling the Objections

Rule #1: NEVER DEFEND your program or position. Be in your authority at all times. YOU ARE NOT ON TRIAL!

Rule #2: Don't listen to the words of the objection but rather the reason they are asking. (*play therapist! Be the expert and observe the energy behind what they are saying)*

Rule #3: Objections are an opportunity to add value and showcase your expertise! And they also showcase THEIR issues so you can help them become aligned.

Rule #4: Objections always mirror your own issues. If you get specific objections over and over, look at your own life, how you make decisions, purchases, your relationship with money, with trust, with authority, etc.

There is no way to get the sale if you don't uncover the REAL objection. Most people give you objections that are surface level, but your job is to go deeper and find what is the real issue.

Silence is the KEY in handling objections - when you hear an objection, you first sit in silence, then you respond with a question. Silence is powerful.

MOST COMMON CALL PROBLEMS AND REASONS

1. **no sale at the end** >> reason: You left a moment open after objection and didn't close the loop (i.e. "dont know if this can work for me" - "results always match who you're willing to become. so how do you show up when things get hard?" OR "its too expensive" – reply "you get what you pay for. Did you want to do credit or debit")
2. **insistent price questions** >> You revealed price before building value through future benefit. Never say price too early on the call, or in DMs. If someone is insistent in whats the price?" – reply "OMG, I see you like to get right down to business, i have a couple of packages depends on what you need, so let me ask you a few questions about what you need, what you don't, and then I can give you some suggestions"
3. **didnt believe you can help them** >> you started the call way too nice as "girl next door" or friend, not authority, didn't preframe the 3 parameters – there is no way they will buy a high ticket offer from you if they dont feel you are able to take charge and guide them.
4. **felt sold to** >> you didnt explain clearly why you offered a payment plan, or gave savings . always give a reason > you took something out, or urgency, etc. – otherwise its just salesy and feels manipulative or scammy.
5. **did feel understood by you** >> You didn't keep the back-and-forth rhythm, you talked too much or let them talk to much. you didnt keep the up and down frequency rhythm, stayed too much in the up to be positive, or too far in the down and get manipulated by their pain, lots your authority.
6. **you focused on solving the wrong problem** >> You didn't get their pain point and the emotional why behind it – the actual reason they contacted you – without it there is no way they will buy
7. **You didn't prehandle objections** >> got hit with a ton of objections at the end of the call – you can prehandle money, time, urgency, spouse, wont work for me, etc.

FOUR MOST COMMON OBJECTIONS

Objection is not a bad thing, it means they are genuinely thinking of investing with you.

Its an opportunity for you to build value, stand in authority, and help that person make an informed decision from their aspirational identity.

Most objections are just worry and desire for reassurance and more info.

None are a question of your value or your offer's value.

1- I need to think about it...

Do you need time or information because right now we have 30 minutes of intentional time and I have all the information you need to make a decision

2- It's a little too expensive..

Lets look at the price vs cost. The price is what you pay today, the cost is what you'll pay by not solving this problem

3- I tried something similar in the past and it didn't work...

Are you married? Did you go on a few dates with other people who didn't work out before you found the one? how about your career? same thing - previous jobs before you found the one that works? Awesome, so now you know a bit about what you like and don't like to find the right solution.

4- I need to talk to my spouse before I buy...

You'll have one of 2 conversations: you'll either going to ask their permission on what they don't know too much about – or you're going to tell them you solved this problem for yourself and you're one step closer to your goal. which one will it be?

OBJECTION SOLUTIONS

>> "That's a lot of money!" or "That's more than I thought it would be!"

99.99% it is NOT the money - they are lying to themselves. Not necessarily blatantly and consciously lying to you, but to themselves. They are scared and it is more convenient to run from that fear of DECIDING and CHANGING/stepping up into "I just can't afford it". Your job here is to help them see what they are hiding from themselves.

- **Let's *put money aside* for a moment. *If money was not a factor* at all would you still want to do the program?** Yes? Great, then we just need to solve the money piece.
- **So when you invest in the program of this level, do you understand that its actually an investment in yourself? *Do you ever do that? Put yourself first?*** It would be an action that demonstrates that you matter, that you count, that you can actually put yourself first.
- **I'm curious, you marked on the application that you have access to funds to invest in yourself if we are a fit - What did you *expect* the investment to be in a program that teaches you how to finally end** ____[pain] **and get to** _____ [their desired outcome]? *Let them face their own obvious issue here, pause and don't alleviate their discomfort.*

>> "I don't have the money…"

99.99% is NOT the money - so dig deeper to make sure it is actually money - i.e. they're a "yes", ready, excited, want to do it, but literally don't know how to get the funds together.

- **All you need right now is the first payment to secure your spot in the program which is $$. The 5 monthly payments of $$ each will begin when we get started. Would you be open to problem-solve the money right now with me?** *(pause, let them agree or even come up with solution, brainstorm options)*
- **How can you create $$ a month?** *(Pause to let them generate ideas.)*
- Does anyone owe you money?
- Is there something you can sell?
- What expense could you cut out that frees up that money?
- Is there someone you could borrow the money from?
- Is there money you *have but are hesitant to spend?*
- Is there money you can move around?
- Can you use a CC and pay it off over time?
- Do you have a way to generate money through working? i.e. how many clients, sales, etc. would it take?
- Could you ask for an over-do promotion/raise?
- You could take out a loan, PayPal for example?
- **Are you opposed to figuring out how we can get you inside this program?** *(pattern-interrupt, use these very words and then pause, let them try to convince you!)*
- The amount you need per month to invest with me is $X. If we divide this into weeks, it is $X per week, or $X per day. What are you spending $X per day that you can let go of?

>> "I have to look at my finances"

- I see… and if you looked at your finances now, what would it tell you?
    - If "it's great, I just need to allocate some funds into this account so I can pay" -> great, **when would you be able to do this so we can put on the calendar the start date?**
    - If "it's not great, I don't think I can do this.." -> I see, **so its the investment amount that is holding you back from jumping in right now?** (then go handle that part as above).
    - If "I don't know what it is, my money is a mess…" -> Hmmm, that's quite concerning. Are you saying you are not in control of your finances? What do you see this mirroring in your life? Do you see how working with me can help you ____ (get themselves in order) so that this never happens again and you feel in control of your destiny?

>> "This is outside of my budget"

- I totally understand, this is a serious investment. Just out of curiosity, what is your budget for ____ (whatever problem they want to solve)?
- So are you shopping for price then? **or value?**
- If I can help you get ____ (what they want) in ____ months (length of your offer), would that be important to you?
- I totally understand. I want to be clear, are you saying that **you don't have the financial means to invest in this right now? Or are you saying that you have the means but you don't want to invest in this right now?** *(you want to find out if its an actual money issue or that you haven't made the value of your offer undeniable)*
- If they say they don't have the money -> help them find the money.
- If they say they don't want to invest -> Out of curiosity, **what about our conversation today makes you not want to invest**? *(find the real root of the issue, its either they don't believe it will work for them, or you haven't made value undeniable).*

>> "This is too much, there are cheaper options out there… *(aka self-study course, some program they already own but haven't implemented and now remembered, etc.)*

- *You shouldn't be getting this objection if you are marketing through your Authority, because people on the call with you then will be individuals interested in you specifically, not comparing with other coaches. But occasionally the fear can take over and they flip into the "mental comparison" as a way to regain center - this is where you might get these objections. Don't take it personally, stay in Sovereign Certainty and ask calmly:*
- **Which specific "cheaper options" have you used?** (course, other program) -> **Ok, and how was your experience? Did they solve your problem?** *(you are speaking with them about this very problem today so obviously didn't solve it). Get to the real issue behind the comparison - usually it is fear of failure and seeing themselves as less than they want to be, so Identity issue)*

>> "I have to think about it..." (Pause!!)

- **What exactly would you do and think about?** -> *get them to fess up that they were just avoiding making a decision, or come up with excuses you can then clear with them.* Say: **I see. Why don't we discuss some of these questions/concerns right now while we're here together?**
- What stands in the way of your decision right now?
- Who do you need to be right now to honor the intuitive knowing that it's a "yes" for you?
- If they are really wobbly: **I think you actually know the answer but are really scared.** So, take a deep breath. I will hold the space for you. Really tune into the truest part of you. What is the answer?
- Remember how at the beginning of the call we agreed that you would get to a clear yes or no? I have to think about it as a 'maybe'.... So, *is there some question* I haven't answered for you? What fear has come up that is blocking you from your deeper knowing? What still needs clarity?
- On the scale 1 - 10, 1 = you wouldnt do this if it was free, and 10= you'd move forward with this right now, where would you put yourself from 1 to 10?
- What do you think needs to happen to make it a 10 now?

>> "I need to sleep on it... I don't make decisions like this on the call..."

- **How do you usually make important decisions?** *(listen to the answer: sleep on it, think about it, journal about it, write out all pros and cons and worst/best case scenarios, etc.)* -> That's a great way to do it! Let me help you here. I obviously don't want you to make a bad decision, so lets go over *"what your guides might say", "what your spouse might think", "the best and worst*

scenarios", "pros and cons of signing up for this program" etc. - linked to what they said. Allow them to tell you all they think about it, handle each as a separate objection and help them make sense of their inner fear - they are just looking for the mental side to stabilize them. You can add "**If I can show you how this is not going to be an issue when working with me, would this make you more comfortable?"** and then tell them how their fear would be handled and how you'd solve that problem. -> **So now that we've gone over everything, do you feel that this is rather complete?** -> Great. How would you like to move forward today?

- If feeling their fear or hesitancy: **I'm sensing some fear here. What is the fear about?** Be curious about what happened before when they made a decision quickly - they are afraid to "make a mistake" and "regret it" - work through it.
- Make sure this is the norm for them (like 'sleep on it'). Explore: Ok so I hear that this is what you always do before making a big decision. Let's talk tomorrow morning then at _____.

>> "I'm not sure..."

- It sounds like some fear or confusion has surfaced. **What would have to be true for you to choose this for yourself?**
- **What do you have to believe about yourself to invest in yourself this way?**
- Remember how we were just talking about _____[their struggle]? Are you ready for this to be different? Are you willing to make a choice to do it differently?

>> "How long do I have to make a decision?"

- Sometimes people ask this question when they are a YES but need to allocate funds, so check it out first: **Is there a specific money transfer you need to do to proceed with the payment?**
- if its an actual decision issue, then say:
    - The truth is you can wait as long as you'd like (and lose any specific time-sensitive savings you're offering). **I'm curious, what is causing you to want to wait?**
    - If this was free, would you move forward right now?
    - If yes, then: So it's about the investment? Or are there other concerns that you could share with me?

>> "It all sounds good, but... How can I be sure this is going to work for me?..."

- So, you are telling me that **you don't pursue anything unless you're guaranteed to succeed?** *(and pause, let them feel a little silly)*
- By now you had a whole call with them, so you should know their accomplishments - they had an amazing career, some crazy fitness achievement, survived abuse, were amazing mom, etc. Ask them: So, from our conversation I know that you're rocking your career/amazing mom/run a marathon. Was that easy? Were you guaranteed the result? *(let them see your point)* Who did you have to become to succeed in these things? *(let them see they were in a confident determined ID, not in the scared, second-guess one).* So if we know you are capable of stepping up like that, what makes you think you won't do the same in this program? *(help them shift self-doubt and mistrust)*
- I recently helped *(name)* to _____ *(same issue this person has)*. Before she came to me, she was _____ *(emotion of self-doubt, trust, the same issue your person is having right now on the call)* - she followed everything I taught her and now she _____ *(success)*. Are those some of the results you're looking for?
- **Have you watched all the testimonials on my website/on IG of my successful clients?**
    - If yes -> Why do you think they achieved the results?
    - If no -> Let me tell you about ____ (you can screen share to show that video/text testimonial but instead of playing, just tell them what the client achieved).
- **Have you tried things in the past where it didn't work for you?**
    - If yes -> What do you think went wrong there? How could it have gone differently?
    - If no -> So everything you've tried in the past worked out for you? If so, what makes you feel that this is the first time that it wouldn't?

>> "I can't..."

- **What if you could?** *(pattern-interrupt)*
- What part of you says YES? What would it take to listen to that part?

>> It's not the right time...

- How would you know when the right time would be?
- How would it feel if nothing changed for you in 6 months? Or even worse, your experience of _____was_____? (amplify the negative they experience)
- If you keep doing what you've always done, you will get what you've always gotten.

>> I have to talk to my husband/partner...

To preempt this in some niches (like moms, stay-at-hope people, NOT career or entrepreneur people, retired people, etc.) it might be a good idea to find out ahead of time and set it up:
"**Is there another decision-maker besides you? Does he/she need to be on the call with us today in case you want to make any investment decisions?**"

- if YES > ask him/her to join the call right now, or reschedule;
- if NO > go on with the call;
- if "depends, maybe" > say "You're not going to tell me at the end of the call that you need to talk to him first, right?" *and smile :)*

If partner is not on the call but they are now telling you they need to talk to him/her:

- Curious, **what do you need to talk to him about?**
- Money aside, are you a "YES" for this program?
- **what is the flavor of the conversation you are planning on having with your partner? Are you looking to *ask for permission* or to *ask for support*?**
- Would you like to role play the conversation right now with me so you are clear about what you are presenting?

>> I' m just going to work on this myself for now, then maybe reach out later, thanks for your advice

This usually means **you over-gave** - you gave them *solutions and alleviated the pain*, instead of helping them see the vision and bridging to that vision with yourself as the solution.

- One of the things you've shared with me is that **you tend to try to do it all yourself and that you feel alone, lost, and it's hard on you. Don't you think you will be going back to the same mentality if you yet again refuse support?** (get to the root, could be fear of acknowledging their needs, or fear of being 'weak' if they ask for help, etc.)
- When we started our conversation, **you told me how hard it was for you to do it alone, and that you felt you were 'going in circles'.** Do you think that you now truly have what you need to get to your goal with ease by yourself?
- I understand, but let me ask you this - **if working with me was free, would you still want to figure it out yourself?** (if yes - let them go, they're the wrong person; if no - then get to the

root of why not signing up with (could be investment, not trusting themselves, feel overwhelmed, etc.)

>> I need to do more research before getting back to you…

- I see - **what exactly would you research about?** (they might say "*read through your sales page, watch testimonials*", etc. - listen to what they say!)
- **That's a great list** (of what they just told you they want to research) - **and this is exactly why I am right now on the call with you.** All the information you've just mentioned I can provide to you right now - and even better than if you had to spend time looking for it online. **So where would you like me to start?** (if this truly was the problem - you will be able to answer these questions and move on; if this was not the problem and instead of "needing more info" they were just not trusting themselves or lying about something - now you get to the truth ;)

>> What is your success rate? What if I pay for this and don't get results?

- That's a great question. When you say "don't get results" - do you mean "not getting results YOU expect? Or not getting results that I said are possible in this program we discussed on this call today? I just want to be clear because I want to make sure your expectations and my expectations are on the same page first. (great pattern-interupts that refocuses them)
- I can tell you right now that I am a person of high integrity and I always deliver 100% of my effort and attention and expertise - everything I've laid out on the call today - are you willing to do the same on your end? *(this is to show them that they are projecting authority onto you and need to take self-responsibility instead.)*

>> "I need to speak to some of your real-life clients first before making a decision"

- I understand that. **What specific info are you looking for from them?**

  if "unique case similar to their situation" - not believing it will work for them;

  if "how much work it was to get result" - not trusting they can do it/have the time for it;

  if "did they really get the results" - not trusting you

  >> then talk about these types of clients - give them a story-format case study of 1-3 that fits the issue they are asking about (that usually resolves it without having to speak with actual people).

- **And if you could speak to them and you liked what you heard, what would happen next?** If they say "then I would have to think about it" -> **Is it really about speaking with my clients or is it about the investment? *(then handle that).***
- I see. Because my clients are successful, they are busy and would not be happy if I gave their personal contact information out all the time. Let me ask you this: would you be ok having to speak to many strangers every week who want to know about your coach over and over when all that info is available on the coach's website already? I wonder, if this was free today, would you move forward without speaking to my clients? -> So, its an investment, isn't it? *(not handle it!)*

>> "I am in an especially difficult situation, can you give me a discount?"

- I understand why you'd say that. But you wouldn't go to a heart surgeon and ask for a discount when you need an important heart surgery, right? And you wouldn't probably trust a heart surgeon that offers discounts on her surgeries? I am the same way - I am a premium choice in my industry and for that reason, what you invest is what you get - premium level care, attention, and results. Sounds fair?

>> "Do you have a guarantee?"

- I can see why you are asking that. What sort of guarantee are you looking for?
- While there cannot be a financial guarantee because every client's situation is different, what I do know is that my clients who've put in the work and implemented my methodology have all become happy clients.
- **Tell me, can you guarantee that you will actually put in the work necessary 100% and implement everything in this program?** -> if yes - **Great, then that is your guarantee. I know I will show up 100% for you, and if you do the same, we will have amazing results together.**

>> "I think i'm too busy to implement everything in your program..."

- I understand. Do I have your permission to be upfront and direct with you? Isn't having too much on your plate part of the problem as to why you reached out to me in the first place?
- **What if you open up to the possibility that working with me will actually help you free up more space in your life so you can focus on the important priorities in your life and not just what is urgent or someone else's needs?**

- Would it be more valuable to you to invest your time upfront so you could be freer in your life, have more space and ____ (other benefits of working with you) as this is resolved?
- Major life decisions are all about priorities. So are you saying that the ____ *(problem they just spend 40 min. talking to you about)* is not a high priority to solve for you at this time?
- If giving you some excuse about other things being more important -> I see. **Are there other areas of your life where you choose to put your needs last?** How is that working out for you?
- Totally understand. most of my clients are already busy corporate execs/moms/coaches - this is why my program is specifically designed to focus only on what is necessary - no fluff, no time wasting homeworks - everything you get it tailored to you and the speedy implementation.

>> "I like your program, but it feels like I'd really have to change a lot and go fast …"

- I get your concern, no one likes to be put onto a treadmill. this is exactly why my program is ____ (explain the spaciousness that's built it, like longer length, more room between calls to implement, supportive audios they can listen to, Voxer support, etc.)
- this sounds to me like the PTSD pressure from some past negative experiences of having to follow someone else's speed? let me ask you think - are you willing to commit to doing this work with me? (yes) - and are you willing to communicate honestly with me if something gets too fast, or you need extra support? - Do you trust that i will honor your needs while encouraging you to do the needed work to _____ [result they want] so you dont have to anymore _____ [current struggle]?