

Overcoming Objections Before They Arise

This handout is for study. You will not need to turn in a copy.

When objections come up, someone has already said, 'no' in some way. How can you tell the difference between a 'hard no' and an objection?

If someone says, "no thank you," that's not an objection to be overcome.

However, if someone says, "I'd really like to, but I can't..." that's an objection.

Common Objections

I can't afford it... (is the most common)

I don't have the time...

It might not work for me...

These are all objections that can be overcome. When you set up your strategy session in a certain way, you help overcome objections before they even come up.

There are a couple of different ways that you can do this:

Set up the objection at the beginning and then you knock it down.

For example, if you wanted to knock down the pricing objection, you could set up the Return on Investment (ROI) at the very beginning of the conversation. If you're selling something that will help the client with their business, the benefits might include:

- Setting up a new revenue stream
- Bringing in new clients
- Making more money in their business. Those benefits would be part of the vision that you would create near the very beginning of a Strategy Session.

EXAMPLE (money-based)

“So, in your vision you want to make an extra \$50,000 or you want to book 3 new clients each month, which would be worth \$10,500 to you every month.

What that means is, not solving this problem six months ago has already cost you \$62,500.”

EXAMPLE 2 (non-money)

“So, in your vision you want to have a spouse who (benefit, benefit). That sounds amazing! What will that do for your life?

On a scale of 0-10, 0 being ‘not at all’ and 10 being ‘most important’, how important is that to you?

(assuming the answer is 8,9, or 10)

OK, what I’m hearing is that solving this issue is one of the most important things in your life right now.”

How does this work? People like to act consistently. If you can get someone to agree that this is a really good idea at the beginning of a conversation, and they later feel otherwise – they will not want to contradict themselves.

In the case of relationships and health, you can still make a financial comparison. Especially health - not being healthy is VERY expensive. However, a quality of life comparison also works.

Overcoming Hidden Objections

If there is an element of self-sabotage in your prospect, you can remove that objection before it even comes up.

Example hidden objection: “I don’t know if I deserve it.”

For example, at the beginning of a strategy session for relationship help, you may want to set up the conversation like this:

“You know, a lot of people will sabotage themselves by not getting the help they want, because they’re concerned that they will experience failure again in a relationship. And, that’s just too painful – they don’t want to go through it. Does that resonate with you?”

[If the answer is 'yes.']

“Are you thinking that you’d be willing to take on a relationship again no matter what?”

[If the answer is 'yes.']

“Okay great. So, what’s the vision for that relationship?”

Now, you're taking them through the VISION part of a strategy session, but you've already gotten them to agree that they're not going to let fear of failure stop them. You can do that for anything that you see might be a problem.

Finding Hidden Objections

You can set up the beginning of the conversation to find any of these hidden objections that may arise later in the conversation.

For example, “Let’s talk about being in love. Do you feel like you deserve to have a partner?”

[The easy answer is 'yes,' but you will dig further.]

“What’s held you back from partnership before? What are your fears about being in a relationship, etc. Let’s talk through those fears.”

Once you acknowledge these in the beginning of the conversation it’s going to be harder to bring them up as objections at the end of the conversation.

Those are a few ideas for overcoming objections at the very beginning of a conversation. It’s way more powerful to overcome the objection FIRST, then it is for someone to bring it up, and THEN work to overcome it.

Common objections for my target market, and how I will overcome them at the beginning of my strategy session:

Hidden objections and how I will find them at the beginning of my strategy session: