



CONQUERING OBJECTIONS

OBJECTION: "Can I have some time to think about it?"

COUNTER: "I totally understand you want some time to think about - but what specifically do you need to think about?"

OBJECTION: "I can't afford it" or "I don't have the time to start."

COUNTER: "I understand if you can't afford it (or I understand you're short on time) - but you told me that's why you're on this call in the first place?"

OBJECTION: "I've tried automation before and it didn't work."

COUNTER: "I know how that feels. I've been burned by vendors before - If you don't mind me asking, what happened that prevented you from getting the result you wanted? Because the last thing we want is for the past to prevent us from having the future we want."

OBJECTION: "I don't make decisions on the spot."

COUNTER: "I'm really glad you said that [NAME] because it shows you're smart with your decisions - the good news is that the decision to commit to [SERVICE] isn't actually today, it's in 30 days, because in 30 days, if you're not happy, I'm not happy, so I'll send you a full refund. And you have my word because this recording will be automatically emailed to you when we're done here."

OBJECTION: "This looks great, but I don't think now is the right time."

COUNTER: "I'm with you [NAME], timing is everything. Mind if I ask you - when will it be the right time for you to get [OUTCOME] and avoid [CONSEQUENCES]?"

OBJECTION: "[INVESTMENT] is a lot of money."

COUNTER: "Yeah you're right [NAME], [INVESTMENT] isn't cheap - and that's because we're going to get rid of [PROBLEM] and [BUSINESS & PERSONAL IMPACT], so you can get [DESIRED OUTCOME] to achieve your [GOAL] and avoid [CONSEQUENCES]. Would making that happen be worth [INVESTMENT] to you?"

OBJECTION: "This sounds good, but I've got calls with other AI Agencies next month that I want to take first."

COUNTER: "I'm with you, it's good to weigh up your options - but working together means that next month you won't be dealing with [CURRENT SITUATION], instead you'll be [DESIRED SITUATION]. So what is it that you're not quite sold on?"



OBJECTION: "What if this doesn't work?"

COUNTER: "I'm really glad you said that [NAME], because the best part is our guarantee - which is [GUARANTEE]."

OBJECTION: "Can I read about what your clients said about their experience anywhere?"

COUNTER: "Yeah sure thing [NAME]! What I'll do right now is send you the link to read what clients said about their experience, take your time while I go make myself a quick coffee for a couple of minutes."

OBJECTION: "There's a software tool a friend of mine showed me that can do the same thing at a fraction of the price."

COUNTER: "Ah, that's awesome! What's the name of the software? Okay, and when your friend showed it to you, how come you haven't already started using it to solve [PROBLEM]? Is it because it's not going to help your case of [BUSINESS & PERSONAL IMPACT], right? Okay, and that's why we're here [NAME], because my job is to handle that for you so you can achieve [DESIRED OUTCOME]. Besides [OUTFRAME]."

OBJECTION: "This sounds good, I just need to shuffle things around in the next half hour."

COUNTER: "Yeah sure thing! I don't have my next call for another hour, so we've got plenty of time. Let me just go make a coffee for a few minutes, take your time, no rush."

OBJECTION: "I need to talk to my business partner about this."

COUNTER: "Earlier in the call, you mentioned [TEAM STRUCTURE] - so where are you really having doubts [NAME], because that's what I'm here to help you with."

OBJECTION: "I thought this would only be 1 or 2k."

COUNTER: "Okay, so you thought this would have been cheaper lets touch on that - is removing [PROBLEM] to get out of [BUSINESS & EMOTIONAL IMPACT] and have [DESIRED OUTCOME] in [TIMEFRAME] while avoiding [CONSEQUENCES], only worth 1 or 2k to you?"

THE DREAM QUESTION:

If the conversation is going round in circles, it's because the prospect is fixated on you and your service. You need to say this to shift the focus to them and their desired situation:

"Okay [NAME], here's the thing. You're not making a decision on me or my service, the real decision you're making is whether you want to be stuck with [PROBLEM] that's having [BUSINESS & PERSONAL IMPACT], or whether you want to put an end to that so you can have [DESIRED OUTCOME] to achieve [GOAL]. That's the real decision you're making here, and you'll be faced with it everyday till you're ready to make a change."