

**SL: They're not worried about price**

**PV: So, here's what they're really saying when they object**

Hey %FIRSTNAME%,

Here's something that'll mess with your head:

**When your lead says, 'It's too expensive,' it's rarely about the price.**

I know, it might sound crazy,

But think about it...

That same prospect who says your \$5K program is "too much"...

Just dropped \$80K on a new BMW last month.

*(Without even test driving it.)*

**So, what's really going on here?**

They're not worried about price;

they're worried about being wrong.

And it shows up as 'I need to think about it' or 'It's not in the budget.'...

But what they're really saying is:

*"I don't trust this will work for me."*

*"What if I'm making a mistake?"*

*"What if this guy can't deliver?"*

**It's not about your price. It's about their fear.**

And here's where most people miss the mark:

They try to handle the surface objection.

*"But wait, let me show you the value..."*

*"Actually, if you break it down monthly..."*

*"What if I throw in this bonus..."*

**But they're missing the real issue here.**

You're trying to solve a math problem when the real issue is trust.

**The real objections hiding underneath?**

*"What if this doesn't work for me?"*

*"Are you going to disappear after I pay you?"*

*"What if I'm too far behind to catch up?"*

**And once you address those fears, price is no longer an issue.**

Don't believe me?

Ever bought something expensive from someone you completely trusted?

Bet you didn't even negotiate.

*(Amazon Prime, anyone?)*

**That's the power of trust over price.**

When they trust you will deliver,  
when they believe you understand their situation,  
when they feel safe investing,  
objections just vanish.

Why? Because trust **eliminates doubt**, and doubt is where objections come from.

Look, I used to think objections were just part of the game.

Spent years learning "objection handling techniques."

**Turns out, I just needed to build more trust upfront.**

If you're getting hit with the same objections over and over...

Maybe it's time to look at the trust factor.

So, if you want to know how to build that kind of trust from day one.

Let's hop on a free 45-minute call,

And I'll show you how to eliminate objections before they even surface.

[Click here to book your call](#)

**See you in there %FIRSTNAME%**

**Signing off**

**P.S.** Ever notice how people don't object when buying from Apple? Yeah, that's not an accident. They've built trust over time, and you can do the same.