

No Sell Selling, Part 2: Overcoming Objections and Advanced Sales Scripts

Please begin by viewing the video from Kameron at:
<https://www.loom.com/share/15356739bf7b474b84e8a26c9d80a864>

Overcoming Objections

The best way to overcome objections is to prevent them from happening in the first place by skillfully guiding the discussion from the very beginning of the call.

That's why we emphasize the importance of getting the prospect to agree to make a decision during the call...at the very beginning of the call.

And that's why we future-cast in just before the pitch. Say something along these lines of...

Can I Tell You How I See Us Achieving Your Goals?

*"Okay, Steve, let me explain how exactly I'm going to help you lose 30 pounds over the next six months, **so you look great on the beach for your vacation, and more importantly, feel secure and confident when you take your shirt off**".*

^^^ Note: These are the client's exact words. You have written them down and are now repeating them back.

"Here are three components to your MVP Coaching Program."

“First, your training program. I’ll customize every aspect of your workout, beginning with a quick assessment to make sure we’re fixing the annoying back twinge causing you pain at work. Then, your workouts will be handcrafted to fit your busy schedule and help you build strength and muscle while losing fat.”

“All you’ll need to do is pull out your phone at the gym, click on your customized coaching app, and I’ll lay out everything you need, providing videos, written descriptions, and workout tracking.”

“This will allow me to coach and guide your progress (like helping you select weights) just like I would if you were training with me in the gym.

Does that make sense?” (Steve says yes.)

“Excellent, the second component of the MVP plan is nutrition. Now, I’m not going to force any-one diet down your throat. What I will do is work-hand in hand with you to develop some better habits, so you can lose fat and look great without entirely giving up your social life.”

“To do this, we may track macros. I can provide meal plans, recipes, and create a custom plan to help you lose the fat without losing your mind.”

“How does that sound?” (Steve says yes.)

“Excellent, Steve. Now, here’s the best part about your MVP program...the accountability. You won’t need to worry about coming up with an incredibly useful plan.

“You see, as we both know, a program is only as good as your ability to follow through and do the work consistently.”

“As your coach, I’m going to hold you accountable.”

“I’m not a hardass, but if you skip workouts and meals, I WILL call you out and get you back on track.”

“You’ll have text access in case you have a suddenly crazy schedule and need a new workout, unlimited messaging access through your custom app, weekly check-ins, and a monthly one-on-one call where we can dig in deep on anything from exercise technique to nutrition strategies.”

“By having a plan custom tailored to you and the accountability to follow through, we’ll have the perfect plan to help you lose 30 pounds in six months and more importantly...learn how to keep it off for good.

“How does that sound?” (Steve says it sounds great.)

The “Why” Behind This Approach

The wording here is important. You want to reinforce the primary goal and the “why” your prospect gave earlier in the call.

Using their exact words will reinforce you as a trusted advisor, someone who listens, and has their best interest in mind.

Then explain your program or offer as clearly and succinctly as you can. Always finish with “how does that sound?” to reinforce the “yes” and give your prospect the ability to ask questions.

With this close, you want to highlight the ONE product or solution that will help your clients solve their biggest problem. You don’t have to explain ALL your offers.

Remember, you are the expert. And you are here to provide solutions, not sell programs.

If you present too many options, you’ll overwhelm a prospect who’s already weighing whether you’re the right fit and whether they should invest their hard-earned money with you.

Decide which of your offers is the best to help your clients accomplish their goals and offer that solution. Then offer the..

Assumption Close: Will It Be A Yes or A Yes?

“Excellent, Steve.”

“So, for the customized workouts, nutrition coaching, and the accountability to help you

do the work and most importantly, learn how to become self-sufficient with your fitness and lose the 30 pounds in six months and feel confident strutting down the beach you can...

...save \$300 and invest \$1500 in the six-month program.

Alternatively...

You can have the flexibility of a month to month program, and I'll send you a monthly invoice of \$300/month for six months.

Which option works best for you?"

The "Why" Behind This Approach

You've explained how you're going to help your prospects solve their biggest problem. Now, the assumptive close. The assumptive close gives the prospect the opportunity to say yes or yes. It does not give them the opportunity to say no.

It's best to have two options: a program with monthly payments or a program that is prepaid up front. Generally, I'll position it as:

"To accomplish (insert goal) in (insert time frame of your program) you have two options:

First, you can save 10% (or \$200) by investing (cost of the program) as an up-front payment.

Otherwise, you can have the flexibility of monthly payments, which cost (insert cost of your program monthly).

Which would you like to do?"

Overcoming Objections

When it comes to closing sales and overcoming objections **your comfort and confidence with the pitch** are more important than the actual script.

But sometimes alternative techniques that are more advanced and more aggressive

work best.

Two are outlined below:

- * The P.A.S. Style of Sales Script
- * Aggressive Advanced Closes

Each alternative script is flexible and can be adapted to your own personality and product. But remember:

Confidence is the key to making these scripts work. You can't sell something you don't believe in. Do not attempt these advanced scripts until you have the basics nailed.

Which brings us to the first of the alternative scripts...

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Of This Module at:**

<https://www.loom.com/share/5698e58a4dd245b981bf5bb99c5c5f4b>

The P.A.S. Style of Sales Script

P.A.S stands for Problem. Agitate. Solution.

This script is more a framework for freestyling than a rigid prescription.

Eric has found it works best when closing people I meet through direct messages on social media, at conferences, in Ubers, at dinners, and whenever I'm closing face to face.

The script follows. Pay particular attention to the "Why" section of each script element.

When you understand the “why” you’ll develop your own sales skills, scripts, and become supremely confident closing deals.

State Your Intention

Script:

“Hey Steve, Eric Bach here. Thank you for investing time in the call today. What we’re going to do is take the next 25 minutes to see whether you’re a good fit for the Bach Performance MVP coaching program. We’ll discover whether I’ll be the right fit to help you lose 30 pounds over the next four months so you can have our best beach body and feel great with your shirt off in time for your vacation in the Bahamas.”

“Sound good?”

The “Why” Behind This Approach

Stating your intention to start the call puts you in the driver's seat. You set expectations. You reinforce the benefit of your program or product and how it solves your prospect's problem.

If your prospect came through an application, this is when you want to double down on “why they applied.” Use the exact language they used such as: *“I need to lose ten pounds, so I feel comfortable in my swimming suit.”* This builds trust from the get-go. Even better, you’re in a position of power. You control the tempo. You control the time. You are guiding the ship.

Cover The Investment

Script:

“Excellent! Before we jump in, I want to tell you what the investment for this program will be. For the four-month coaching program that will help you get your ultimate beach body, you’ll be looking at an investment between 1500 and 1800 dollars. I’ll explain everything in a few minutes, but first I want to know” (go right into the next part of the script)

The Why:

We do this early to get the most uncomfortable part of the sale out of the way. It’s common to lose prospects at the end of the sale because they no longer see the value of your program once money comes up. Remember, people are weird when it comes to

money. Explaining the cost (or the range of costs) allows you to build value during the entire call to justify your cost.

Probe: Where Are You At Right Now?

Script:

“Where are you right now, Steve? What are you struggling with most and more importantly, what hasn’t been working for you?”

The Why:

Probing gives your prospects the chance to explain where exactly they are in the process. Let them speak, probe more in-depth, and write down their key points and struggles. This will tell you the exact questions you need to answer when you pitch your product or service.

Deepen: Where Would You Like To Be 6 Months From Now?

Script:

“Okay, I understand, Steve. That is frustrating, but luckily, this is something I’ve helped many busy men like you overcome dozens of times.”

“Now, I want you to imagine something. Imagine it’s six months from now and I happen to be at the same resort in the Bahamas. If you and I were kicking back and sipped on a pina-colada, what would need to happen for you to be happy with your body and your investment in coaching?”

The Why:

This is the first step in future casting. During the call, you want your prospects to imagine what life will be like once they’ve achieved their goals.

This creates buy-in. The rest of your sales pitch should focus on achieving this goal.

Take notes here and write down their exact answers. The more precise your language, the more your clients will trust you.

It’s important to note you don’t need to use six months as your default timetable. However long the duration of your program is the time frame you should provide.

Dig In: Why Is This Important To You?

Script:

“Okay, Steve. Let me repeat that back to you so that we’re on the same page.”

Repeat what your prospect said...then...

“Okay, Steve. So let me ask you, why is this important to you? What would this do for you?”

The Why:

Finding the “why” behind your client's goals is essential, especially if you’re selling a high-ticket offer. Remember, most people may say they want to lose ten pounds, but the real reason for wanting to lose 10 pounds is probably:

- It will help them get laid
- They’ll feel more comfortable in their skin
- They’ll have better health and be able to spend more time running around with their kids

How Do You Plan To Fix This?

Script:

“Ahh, I love that and agree 100%, Steve. Now, can you tell me about how you plan to fix this?”

The Why:

Asking your prospects how they “plan to fix it” does two things.

First, it may reinforce the fact that they have no plan and need your help without you having to say anything. Having a prospect say *“I don’t have a plan, that’s why we’re here”* allows them to qualify themselves without you having to do anything further.

Second, they may provide you with more ammunition for your close. If your prospect states a solution that you know won’t work, you can step in to explain how your product or service will help them achieve it faster.

Urgency: Why Now? What Happens If You Don't?

Script:

"Now, Steve, I need to play devil's advocate for a moment.

Why is now the time? What happens if you don't lose the weight if you don't find a practical, long-term approach to stay lean and healthy? What happens if you wait another 6, 9, or 12 months?"

The Why:

To make a change the cost of staying the same has to be more than the cost of change. With this question, you're creating a sense of urgency for your prospects to fix their biggest problem.

By reinforcing what doesn't happen if they take action now, you're slamming home the message that they need to take immediate action. Remember, if your prospects don't take action towards their goals they will not accomplish them. As a coach, you must make this clear.

Pull: Push

Script:

"I'm not 100% sure we're the right fit. Can I ask you two more questions?"

"Are you willing to take advice, even if it appears contradictory to what you've done in the past?"

"Are you willing to step outside your comfort zone? I'm a firm believer that to accomplish something you've never done before you need to go against the grain and be willing to put in the work."

"Okay, excellent. I think you'd be a great fit."

The Why:

The pull: push is a great tactic to maintain control during a sales call and reinforce that you have the solution and idea that working with you is the prize. Remember, you hold

the solution that's going to fix their most significant pain point.

In the pull: push you're going to push back and make sure your prospects are the right fit. This results in extreme buy-in from your clients and reinforces the point that you have their best interest at heart.

Watch The Video About The Next Section Of This Module at:

<https://www.loom.com/share/a911ca1363d741029b984baabfc190c7>

Aggressive Advanced Closes

These closes are aggressive, but they work well once you're clear in your pitch and confident throughout the process. Practice these in the mirror or out loud before you use them.

Breaking Down Barriers Close

Goal: Help clients realize if they don't invest, nothing in their life will change.

Script:

*"Habits are really hard to change. After this call, I can leave and take the day off because I'm already successful with online coaching.
But this isn't about me...it's about you."*

"If you leave...you might have collected more information, but based on what you've said, that isn't helping you. And by tomorrow morning, you'll slip back into your normal routines. Right?"

“That’s what 99% of people do.”

“But because I’m your coach, friend, and mentor, I’m going to push you not to go back to old habits. If you want to achieve something you’ve never done, it takes a new course of action and new habits.”

“If you want real, lasting change, you need coaching and to develop your entire system. That’s what you’ll get when you invest today.”

The No Excuses Close

Goal: Get people to stop making excuses as to why they can’t buy.

Script:

“I’ve been in business for a long time now and I’ve found there are two types of people in the world.”

“Those who are good at transforming their _____ and those who are good at making excuses. You can’t be both. How you do anything is how you do everything.”

“If you’re the one making excuses ...I hate to say it, but you’re going to have one hell of a time ever building your business.”

“The good news is what you’re telling me is an excuse—and you can still choose. You can choose which course you’re going to take with your business. Don’t be someone who collects information and waits, be someone who takes action and makes their own break.”

“Which will it be?”

Information Overload Close

Goal: Conquering information overload and starting action.

Script:

"So I've explained how I'll help you go from _____ to _____."

"I've shown you how we'll do _____ and the support you'll get."

"But to be successful you need more than information, you need a system, you need accountability. You'll have questions that you need answering."

"And let me tell you: I take my job very seriously and I won't let you quit on yourself."

*"The success rate of people who go by themselves is damn near 0%
Remember, if information were enough we'd all have a billion dollars and a six pack by now."*

"But we don't. You need a guide who's been there, has helped others, and will do the same for you."

"What do you say?"

"Which One Are You" Close

Goal: The call out...is your prospect a doer, or dabbler?

Script:

"There are two types of people, _____."

"Dabblers love to collect freebies, listen, and learn...but they rarely do anything and often look for excuses not to move forward."

"Some of you are doers...you're not sure how this will work, but you see it's worked for others and you have faith that it will work for you."

"It's the doers who get ahead in life, while the dabblers continue to collect information and wait for the perfect time."

Which are you?"

NOW and THEN Close

Goal: If you have a personal or relatable story, this is the time to use this pitch. This takes your prospect from focusing on price to the journey they can accomplish.

Script:

"I want to paint a picture of where I was before I started online coaching. I struggled with_____."

"I wasn't able to_____."

"Things were hard because_____."

"Sound familiar?"

"But now I want you to get a vision of what life could be like. Ever since _____ I've been able to_____."

"Now, I'm able to _____ and things are amazing. Can you imagine what that would be like?"