

Common Objections and How to Respond to Them

When you present your program, one of three things will happen.

- You'll get a, "Yes."
- You'll get a, "No." (This is rare if you've gotten to the point of talking about your program and investment level.)
- You'll get a, "Yes, but..." (80% of the time you'll get this response.)

"Yes, but..." is an objection. Here's how you can respond to common objections when they arise in your enrollment conversations:

1. "I'd love to, but... I don't have the money."

- a. *"Can I ask you a question? Assuming money wasn't an issue, is this something that you'd like to do?"*

90% of the time, money isn't the real issue.

If they say, "Yes," hesitantly, then it isn't about the money; it is about something else. Say...

- b. *"Putting the money aside for a moment, what would you have to get out of the program in order to make it worth it to you?"*

Listen to them, and respond.

If they say, "Yes" wholeheartedly to question a., and then money is a concern to them. You can choose to work with them by offering a payment plan, or discussing with them ways they can find the money, if they really want it. Examples are give a few instances how your program can help increase their cash flow/income; are there family members who could help, even friends. When helping and discussing with people how to find the money, do not do it unless they express a strong commitment to move forward with you.

You can also respond with...

- c. *"Here is what I know to be true. You are powerful, and resourceful, and you can have this if you really want it. There is no way that you can convince me that you can't create the money for this if it's what you truly wish to do. Is this something you truly wish to do? Are you ready to make the commitment?"*

2. I'd love to... but I don't have the time.

This really means "I'm not making this a priority... yet."

- d. *"Can I ask you a question about that? If I waved a magic wand and created all kinds of time in your schedule, is it something you'd want to move forward with?"*
- e. *"In order to say YES to [the result you want], what would you have to say no to?"*
- f. *"What would life be like if you chose [the results]?"*

Also, go back to how the challenges are impacting their life, and how it will affect them in the future.

3. I'd love to, but... I have to think about it.

- g. *"May I ask you a question about that? What is it that you have to think about?"*
- h. *"What else do you need to know in order to make your decision?"*

4. I have to talk to my spouse...

Be bold and ask them:

- i. *Is this something you haven't decide about yet. Or, is this something you've decided and you are in true partnership with your spouse?"*

If they still need to talk with their spouse, ask them:

- j. *When can you talk with your spouse?*

Also, suggest you complete the registration form now to hold their spot. Let them know that if anything changes, with their conversation with their spouse, to have them get back to before the agreed upon time. Tell them to *"let me know by [time] tomorrow. Otherwise, I'll process your registration and I'll send you the Welcome Packet!"*