

Resistance Nurturing

Resistance nurturing, sometimes called objection handling, is when we get to hold the deepest fears that our prospective clients may have coming up. These fears will most likely start coming up when they book the call with you, (every yes is its own initiation) they will most likely continue throughout the call and even into the next few days after the call. The higher the price point or longer the time investment the more the resistance can show up. This is totally natural! The more we welcome this part of the conversation the easier it is. This is the stuff that's in the shadows and is really hard to reveal much less talk about. Every call is a coaching call and this call is no different. Align yourself with curiosity, empathy and encouragement.

The psychology of resistance shows us that there are core issues *beneath* the surface issues. The objection being shared is usually a smoke screen for the deeper issue. When you can see the core issue you can speak to it. There is a finessing to this and it will take some practice. Here are some you can see easily.

Two things I have found to be absolutely true...

- 1) ***The resistance you get is the resistance you have***
- 2) ***Great messaging filters a lot resistance that could show up***

Money Resistance = Question of Value

What may be underneath "I don't know if I'll get my money's worth." "I have never valued myself this much." "I have invested before and it didn't work." "I am afraid that I won't be able to "get it". "I will let myself down"

Your response "*It is* a lot of money. I totally get that. I was very nervous the first time I invested this much in myself too. I am so glad I did and here's why.... "I feel strongly that we can really get you there and I am committed to your success." Bring them back to their vision. "Your vision for your life is totally doable! We are going to work hard during our time together but truly the best investment you'll ever make is in yourself. You are worth having the (thing) you really want. Remind them of your commitment to them to be with them through the hard parts.

Time Resistance = Also a Question of **Value**

What may be underneath “Will it be worth it?” “I don’t think I can commit to such a big change.” “What if I get my hopes up and it doesn’t work?” “I’ve made space for change before and it hasn’t worked.” “I have problems sticking with things”

Your response “Making permanent change does take some time. Time is definitely one of the most valuable things we have. What are you investing your time in now that is worth more than following your dreams? I just don’t want you to ever regret not going for it.” Time lost is never found, Mark Twain said that. I’ve helped so many people achieve these same results. I know I can help you too! This program is set up to support your success... I won’t let you fall behind!

“I need to think about it” Feelings of Overwhelm, Trust

What may be underneath “I’m feeling overwhelmed, I am out of my comfort zone. I want to escape”

Your Response “I totally can understand that, but before we get off the call can I ask you one more thing? Just curious, what would you need to think about that we haven’t already covered? (uncover deeper layers)

Partner Resistance Question of Safety, Trust

What may be underneath “This may disrupt the harmony in my relationship” “ My partner may not support this”. “My money is not my own to spend.” “ We make financial decisions as a team.”

Note: This isn’t exactly like other resistance. Many totally healthy partnerships work this way. But it could be the sign of something deeper going on in someone’s life too.

Your Response Yes, I totally get that, but before we get off the phone can I ask a personal question?. Does your partner support your dreams? Will you be asking for support or permission? Would you like some good tips on how to share what we’re doing in this course? (Then I would share feeling and needs, NVC type communication)

“I need more info, can you send me an email?” Question of Safety, Trust

What may be underneath “I’m not ready to face my issues yet” “It’s hard to be seen”, “talking vulnerably about my stuff feels too confronting.”

Your Response “Sure, can you tell me what kind of info you’re looking for that we haven’t already addressed? Honestly the email flier has way less info than I can share right here. Anything in particular you are wanting to know?”