



# - HANDLING OTHER - OBJECTIONS



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



## Handling Other Objections To Working With You

There are several other objections you may face beyond the most popular “I can’t afford it” and we’ll discuss them here.

### “I Don’t Have The Time”

When someone says they don’t have the time for a program or package like you’re offering, again, it’s often a smokescreen for other issues, fears, or reasons for withholding.

In this case, you can use the same technique of asking them, during the exploration of their pain points and their ideal vision, how important that transformation is on a scale of 1 – 10. Then, at this point, pointing to the “incongruence” between their saying it was so important, but now saying that they don’t have the time.

Other helpful responses can are as follows.

Utilize the powerful question posed in the prior section which uncovers whether time really is the issue, or whether that person needs to be coached through a different reason for holding back:

*“Jill, if I had a magic wand and was able to create all kinds of time in your schedule, is this something that you would want to move*



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*forward with?”*

If they answer with a resounding YES and you see clearly that time management is the issue, you may brainstorm with them how to clear spaces of time in their schedule to accommodate your program.

And if there is hesitation, or a wishy-washy response, or any other response to suggest time is not the “real” issue, you’ll have an opportunity to help them uncover whatever is holding them back such that they can make a powerful and authentically self-supporting decision – whatever that decision may be.

Other effective responses when a potential client says they don’t have the time to commit include:

*“What would it take for you to make this a priority?”*

*“In order to say YES to \_\_\_(review the vision of the results they long for\_\_\_, what would you have to say NO to?”*

And ultimately, go back to calculating the true COST of staying stuck! If you can help them connect viscerally and emotionally to



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the pain of their current situation, they'll often find they're able to create the time needed to participate in your program.

### “How Do I Know I'll Achieve The Results?”

Often times the objection will be overt in revealing that the person has a significant amount of fear and doubt. In this case, again, you'll want to meet that person where they're at, really “hear” their concern, and then assuage it.

Again, I often respond with the following (based, of course, on my own programs):

*“Based on all of the clients I have served, and what I know to be possible, it is highly unlikely that you would be the only person that these tried and true systems wouldn't work for. There's no reason you would be the one exception here.”*

and

*“What I'll tell you is this: if you follow the program, take it seriously, and do the work and assignments that are put in front of you, I can't imagine why you would be the one person not to achieve \_\_\_*



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*(result, result, result)\_\_\_\_\_ when so many others have. Of course I can't make a formal guarantee, because so much of this is in your hands... whether you follow through, take direction, etc. But assuming you show up in the way we both know you're committed to, there's no reason you can't absolutely expect to achieve \_\_\_ (result, result, result)\_\_\_."*

Another way to respond when these kinds of objections come up is to explore why the person is so tentative and skeptical about their own ability to succeed in the first place.

*"Jill, is there a reason that you suspect that you won't personally achieve the results we're discussing? Let's talk further about this, because you may have some limiting beliefs or mindset challenges that are standing in the way of your maximizing to your full potential. And these may be issues that have sabotaged you in the past. So can you share a little about why you have this concern?"*

This will often allow you opening where you can help a potential client see how they have been self-sabotaging and setting themselves up for failure... if you can get them over that hump and to replace the voice of that Inner Critic with one of passion, enthusiasm, and conviction – and have them create some



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powerful new beliefs about what they're truly capable of -- they'll be likely to get back on board and invest in themselves (and your programs)!

### “I Need To Check With My Spouse”

It's understandable that before making a big investment, your potential client may need to make sure they have the support of their spouse, out of respect. And that's fine.

And yet, sometimes this is used as an excuse not to make a decision, or it's another “smokescreen” masking the real issue why there's hesitance or withhold.

So I ask the following:

*“Jill, may I ask you a question? Have you already made your decision and you're sharing this with him out of respect, or are you asking for his permission?”*

The reason I ask this is that I want my new potential client to be acting in an empowered way. They're the one I've just spent all of my time with, they're the one suffering from their pain points and



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desperate to find solution, and they're the one who ostensibly should be making the decision to move forward or not.

It's not that I don't respect the need to share such a big decision with one's spouse – believe me I do. **But by posing this question in this way, I help my potential client see that it's really a chance for them to take a firm stance on their decision here! And now they'll likely approach the conversation with their spouse with more passion and conviction.**

You can also pose:

*“I'm curious, Jill, is he usually in favor of support that would take you from \_\_\_(pain points)\_\_\_ to \_\_ (amazing results)\_\_? What do you think he'll say?”*

This provides an opportunity for your potential client to get some support from you, if needed, as to how they should approach their spouse. In other words, if they share that they fear their spouse will be skeptical or non-supportive, you can “role-play” with them how they might go about the conversation.



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### “Can I Pay You Differently?”

As you may know, offering Payment Plans that allow a client to make an initial down payment and then pay the rest of the investment in installments over the course of the program is a great way to get potential clients to say yes – especially if money and cash flow is an issue for them.

So now, let’s say that someone wants to change your payment plan. They ask if they can pay less up front, or pay you monthly throughout (instead of following your schedule of payments), or any number of other “requests” to change your payment plan.

Here is a very appropriate response, and it holds a very healthy boundary.

*“Jill, I understand what you’re asking, and I’m simply not able to do that. My payment plans are constructed very specifically and designed to really support you in being able to do this program in a way that also works for me. It would be impossible for me to run a successful business if I customized the payment plans in various different ways for various clients, I’m sure you can appreciate that.”*





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If someone asks whether they can pay you later – perhaps after they’ve started to lose weight or some other outcome - you can also set a healthy boundary:

*“Jill, I understand what you’re asking, and I’m simply not able to do that. I can’t allow any clients payments to be predicated on the results they achieve, because that’s totally out of my hands. I could deliver an excellent and thorough program and have a client who doesn’t take action, and then I wouldn’t get paid even though I had delivered my part. So that’s just not something I can do, I hope you can appreciate that.”*

**“Can I Create A Custom Program?” (Otherwise Know As “I Want This Feature But Not That...”)**

Undoubtedly, you have put a lot of time, thought, and effort into designing your programs and the various features they contain. You know what your “client tribe” is struggling with, and you’ve put together a structure that delivers a solution to them.

So what happens when someone wants to pick-and-choose which parts of your program they want and don’t want in an attempt to lower the investment?



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Yes, this has happened to me, as well as to several of my clients. This is when a potential client says something like “Can I just do the counseling sessions? I don’t need group calls but I would like the email access to you. How much would that cost?”

I handle this as follows:

*“Jill, I have designed this program to include all of the elements that I feel you need to have a thorough and comprehensive experience, and most importantly, to get to the results you’re seeking. I’ve specifically structured it to deliver what I believe is necessary for you to experience the transformation you’re looking for. Therefore, I’m not able to break out only certain elements – I don’t believe that is in your best interest, and it would be outside of my integrity to put something together that I feel would not serve you.”*

### ‘Why Don’t You Offer A Guarantee?’

Often times clients are seeking a guarantee because it genuinely is a big investment for them, and as we’ve already discussed, they’re not completely confident in themselves, they’re worried they’ll be the “exception” to the rule and somehow not achieve the results



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you're promising.

My response to this is as follows:

*"I'm sure you can appreciate that I can't offer a formal guarantee, because so much of this is dependent on your actions – how hard you work, whether you follow through on suggestions, whether you take consistent action, whether you're willing to course correct when needed, the level of your enthusiasm, etc. BUT, I can tell you that if you follow the program, take it seriously, and do the work and assignments that are put in front of you, you can absolutely expect to achieve \_\_\_(result, result, result)\_\_\_\_."*

\*Note: I am not an attorney; I am simply sharing what I say in these circumstances. Please check with your own legal counsel as far as what language is appropriate to use in responding to a client who is asking about RESULTS or GUARANTEES.