

FEAR & DOUBT

01 FEAR/DOUBT

"I'M NOT SURE THIS WILL WORK FOR ME"

You seem like the type of person to make things work if it's important to you. A part of you trusts yourself to get to (desired result). If not, we wouldn't be on this call — do you agree?

"I'M SCARED TO INVEST THIS MUCH"

I know this could be scary, but look at the bigger picture. Imagine the way your life would be if you don't take on an opportunity to better yourself.

You can get your (desired result) if you have the right strategies and execute.

01 FEAR/DOUBT

"I ALREADY TRIED A COACHING PROGRAM/COURSE, HOW IS THIS ONE DIFFERENT?"

If they say this to you, you need to explain more social proof/student success stories/hard numbers.

I'm very big on strategies that are proven to work. As I mentioned before, my students (or myself) have been in your position and experienced (desired result). I deliver results.

"CAN YOU GUARANTEE ME RESULTS?"

Results come from the level of effort you put into implementing the strategies. I can promise success if you can promise your commitment. Are you committed to (achieving desired result)?

TIME

02 TIME

"I'M NOT READY YET TO BE HONEST"

I hear you. I learned that there's no such thing as feeling ready. It's simply a decision to be made and those who lean into taking action create better results. Would you say you'd benefit from better results right now?

"NOW ISN'T THE BEST TIME"

RESPONSE OPTION #1

To be clear... you're saying now isn't a good time to achieve (desired result)?

RESPONSE OPTION #2

Let me ask you a question... If you got a handle on your (pain point) now... what would that create more time for?

02 TIME

"SOUNDS GOOD, BUT I'M REALLY BUSY"

I hear you, and I want [product] to add value, not take it away. What are your current day-to-day responsibilities?

[their response]

I hear you. My program is designed to give you time back by (insert explanation).

"I HAVE TOO MUCH GOING ON RIGHT NOW"

I completely understand. What things can you sacrifice now so that you can achieve (desired result) in the next (timeframe)?

MONEY

03 MONEY

"I NEED TO CHECK MY BUDGET FIRST AND GET BACK TO YOU"

Before you do that, I want you to understand that this investment is meant to increase your income. I pride myself in providing a return on investment so you don't have to have budget concerns in the future. Want to move forward?

"I DON'T HAVE THE MONEY"

If they this comes up that means there was a problem qualifying them (meaning they were likely not your ideal client in the first place).

Honest question here... Would you be satisfied if in the next 6 months your situation remained the same because of money?

03 MONEY

"THIS COSTS TOO MUCH/ I'LL GO WITH A CHEAPER OPTION"

Find out what you're dealing with here. Are you in a competitive situation, and the prospect is playing you against a competitor to drive up discounts? Or is your prospect under the impression that a similar, cheaper product can do everything they need?

If it's the former, you can customize the coaching plan to fit their budget (if you choose) or walk away. In the second scenario, emphasize the features that make your product superior and emphasize overall worth, not cost.

I understand that this is an investment. When you work with me you will get all of your needs met. My mission is always to provide the most value and support. When's the last time you invested this much into something? Did it come with a ROI?

DEFLECTION

04 DEFLECTION

"LET ME TALK TO MY SPOUSE/PARTNER FIRST"

Note: Always have the decision-maker on the line.

RESPONSE OPTION #1

I see. How long have you two been together? You should know them pretty well by now, right? What would they say if they were here right now?

RESPONSE OPTION #2

I get that. How does (spouse name) feel about what you're doing? Do they support you?

RESPONSE OPTION #3

What if (spouse name) says no? Would you agree to their decision based on what we discussed today?

04 DEFLECTION

"THANKS, BUT I'LL TRY THINGS ON MY OWN FIRST"

You can, but I find that people who try to do this on their own waste time trying things that don't work or give them the results they expect. The benefit of having a coach is that someone is there to hand you the blueprint so you don't have to get frustrated and use up your valuable time and energy. Are you interested in fast-tracking your results?

"I WANT TO SET UP XYZ BEFORE MOVING FORWARD"

Some people believe they have to establish an LLC, have a fancy website, need a million followers, or have a business name before they can start.

I see, you actually don't need that to move ahead! We can onboard you today, get started, and legitimize later. You only need (XYZ resources) to begin.

NEED TO THINK
IT OVER

NEED TO THINK

05

"LET ME THINK MORE ABOUT IT"

RESPONSE OPTION #1

Earlier you mentioned that you are ready to finally achieve (desired result) — what other things do you need to think about at this time?

RESPONSE OPTION #2

Would you agree that if you got started 6 months ago, we'd be having a different conversation right now? How much more time are you willing to wait to achieve (desired result)?

"I'LL REACH BACK OUT LATER... I NEED TO THINK IT OVER"

I get it, but just some advice. This is your opportunity to begin making choices based on your future and not where you are right now. Wouldn't you agree?

NEED TO THINK

05

"GIVE ME A FEW TO THINK ABOUT IT"

Hearing this makes me believe I may not have been clear on all the details. What other questions can I answer for you?

If they are insistent on taking more time to make a decision, schedule a follow-up call with them WHILE they are on the phone.

Ok no worries, I have spots filling up quickly and I'd love to have you in the program. I'll reach back out in (3-5 days from date) to hear back, sound good?