

WORD-FOR-WORD SCRIPTS FOR HANDLING OBJECTIONS

Objection Category 1: Money

If they say...

Then you say...

"It's too much money."

"Would you do it if it were free?"
-----or-----
"Does the idea make sense?"

"I can get this cheaper with coach XYZ."

"What might it look like if you worked with coach XYZ?"
-----or-----
"What is most important to you in a coach?"

"I don't have enough money."

"If you're serious about your vision, let's find a way to make this work."
-----or-----
"Would would happen if you ignored [pain point]?"

"I'm out of budget. Maybe next year."

"How do you create your budget around what matters most?"
-----or-----
"What might happen if you went ahead with this? What's possible?"

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Objection Category 2: Value

If they say...

Then you say...

"I need to talk with my uncle/friend/wife."

"What would your uncle/friend/wife say now? What would they ask?"

-----or-----

"What question might they ask that you don't already know the answer to?"

"I'm doing fine right now."

"What pushed you to decide to talk to me today, if you're doing fine?"

-----or-----

"Would would happen if you ignored [pain point]?"

"I don't need to solve [pain point] right now."

"Oh...?" [with rising, questioning tone]

-----or-----

"I'm curious what made you want to talk to me right now, if it isn't important?"

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Objection Category 3: Competition

If they say...

Then you say...

"[XYZ] said [untrue statement] about you."

*"That's not true." [pause]
-----or-----
"Is that something that feels true to you, after our conversation today?"*

"I'm not sure you're best/right for me."

*"What criteria will you use to decide who is best/right for you?"
-----or-----
"I'm curious what makes you think that?"*

"I already have a coach. I don't need you."

*"I'm curious what made you get on a call with me today?"
-----or-----
"What about your current coaching isn't working well for you? Why talk to me?"*

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Objection Category 4: Time

If they say...

Then you say...

*"Now isn't the right time.
Maybe in 6 months."*

*"I'm curious what made you get on a call
with me TODAY?"*

-----or-----

*"What might your life look like if you
rose to this challenge TODAY, instead of
putting it off?"*

*"I don't want to be
stuck in a contract."*

*"I only work with clients I can help, and I
can't do that in one session... it takes time
to get results."*

-----or-----

*"What might be possible if you committed
to yourself?"*

*"I'm busy right now." [or,
not answering]*

*"Can we hop on a quick chat to see if this
is even still a good fit?"*

-----or-----

*"I don't want to bug you. Are you still
interested? Or should I leave you alone?"*

*"I've got too much
going on right now."*

*"Let's chat about what's most important to
you."*

-----or-----

*"What would be possible if you prioritized
and did only the things you were 100% on?"*

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Objection Category 5: Stall/Brush Off

If they say...

Then you say...

"Just send me some info and a proposal."

"If this is a 'no' in disguise, let's call it that and move on. Do you want to do this?"

-----or-----

"How about we schedule a quick conversation to see if it's a fit?"

"Can you call me in 6 months?"

"What will be different 6 months from now?"

-----or-----

"If this is a 'no' in disguise let's call it that and move on. Do you want to do this?"

"I wait 24 hours before making big decisions."

*"What do you need to think about in the next 24 hours to make this a solid 'yes' or 'no'?" [Pause to allow them to respond]
"Excellent... can we discuss any of those issues right now?"*

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Objection Category 6: Personal

If they say...

Then you say...

"I'm worried about changing."

"Can you tell me about what 'worried' feels like?"
-----or-----
"Is this worry something you've experienced elsewhere in your life?"

"I'm afraid this won't work for ME."

"Whether you think you can or can't, you're right. What if you believed you COULD do this?"
-----or-----
"What if you were 100% committed to yourself? What would be possible?"