

How to Overcome the Top 7 Objections

Conquer Doubts and Close More Sales



By Tom Perkins

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Introduction

Dear Wellness Coach,

The course we are learning today from our marketing series is called, “How to Overcome the Top 7 Objections - Conquer Doubts and Close More Sale!”

Once you have effectively mastered the techniques in this course, you will find yourself pleasantly surprised by the increase in your client base. Your primary business focus should be marketing. As in most businesses 80% of your time should be focused on marketing (i.e. working on your business and not in your business). An important tool in growing your business is offering Complimentary Sessions (Comp Sessions). Comp Sessions introduce clients to you and the services you provide, as well as offering a great forum in which to respond to questions, concerns and possible objections that prospective clients may have.

Follow the guidelines provided in this course and you will find that you will not only receive fewer objections, but you will close more sales. In turn, this makes it much easier for you to overcome the prospects concerns and doubts on the spot.

By following the guidelines recommended in this course your potential client will feel as if their Comp Session was both pleasant and rewarding. They will walk away feeling as if they have taken a confident step forward in accomplishing something they really want. Furthermore, the Comp Session will effectively provide you with a foundation that you can build upon with your prospective clients in the future.

In this course, you will learn:

- The 7 most commonly heard objections.
- The simple question that you can use for every objection.
- How to get the potential client to ask you to “sell them.”
- Specifically how to handle the money objection.
- How to unmask the individual’s real issue or concern.
- Effective methods for addressing common objections often encountered by wellness professionals.

By simply following and using these easy guidelines, you will quickly learn how to address just about any objection.

To Your Success and Health

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Overview

A prospective client arrives for a meeting with you or you talk to them on the telephone for their Comp Session. You conduct the Comp Session, following the recommended structure. Your coaching provides value. You communicate to the client just how much their health, fitness and general well being will improve by working with you. You've connected with them and believe that they would truly benefit from your coaching sessions and expertise. So you move in for the sale and ask them...

“Would you like to hire me to be your wellness coach?”

The response? You will probably find a few that answer “Yes!” right then and there. However, it is more likely that many will have questions, concerns, challenges, fears and objections.

This is quite common and should really be looked upon as an opportunity for you to use your communication skills to delve into their concerns, respond to their questions and assist them in making the best possible decision that is within their overall best interest.

There are two steps to dealing with objections:

1. The groundwork you lay during the Comp Session.
2. The steps you follow after you receive an objection.

In this course, I will outline how to prepare and address the most common objection you will encounter.

The Preparation Phase

It's possible that as many as 50% of the people who have a Comp Session with you are probably pretty close to buying your services at this point. They just need a little push. They need some assistance. If you look at it from their prospective, this is not just a major step in changing their lifestyle, but it's also making a decision to buy your services. The whole process is likely very unsettling. Do not be surprised if they come across as tense, uneasy and a little fearful of making the wrong decision. They may be right on the edge of saying "yes" and just need your guidance as a qualified professional to take them to the finish line. One way to make sure that you offer the guidance they are seeking is to follow the Boy Scout motto and "Be Prepared".

There are three main steps to preparing for, receiving and overcoming objections. They may seem simple, but do not underestimate how important they are to strengthening your professional position, which is so relevant to your overall success.

Anticipate and Strategize

It would be a bit naïve to assume that you will not receive any objections. It is always better to anticipate those objections and prepare a strategy for addressing them to ignore the possibility that you will never receive any.

Everyone at some point is going to come up against objections. Nobody probably enjoys dealing with them, but the fact remains that it's better to be prepared then unprepared.

Nothing is more frustrating or demoralizing then to come up against an objection and not know how to answer it. It definitely does not reflect well on you as a professional (and probably will kill the sale on the spot).

It is natural for many people to have questions, concerns and objections to avoid making a decision on the spot. When you encounter these concerns, it becomes your job to find out what they truly are objecting to and assist them in making a good decision. Therefore, if you anticipate those concerns and objections and have a game plan for handling them, you are going to obviously be more at ease with your prospective client and more successful in dealing with their concerns.

Rehearse

I cannot stress just how important it is to rehearse what you are going to say and do when faced with an objection. Since you are now anticipating receiving objections and have a strategy for dealing with them, why not rehearse what you are going to say?

In fact, you will be in a better position if you can overcome the seven main objections by having an answer for each one of them prepared and ready to respond to your prospect.

True, each Comp Session is different and you will need to customize your response accordingly, but chances are you are not going to have to modify your answer too much.

Rehearse with coworkers, friends and family prior to your sessions. Your conviction and confidence level will increase dramatically.

You might think that I am pulling your leg, but as unbelievable as it sounds, it can actually be fun dealing with objections when you know you are prepared and know how to respond to each one.

Have Faith

Have faith entirely, completely and proudly in your abilities, coaching methods and fees! You must embrace the belief that you are providing a valuable service that is worth every dollar (if not more than) your clients will pay.

Objections themselves should feel ridiculous to you because you have that much faith in your coaching abilities. When you really internalize this belief, following our guidelines for overcoming objections will come naturally and easily.

Keep in mind, if you feel that you are not dealing with objections the way you would like, it is a good possibility that you are unprepared and/or do not have faith in yourself!

The Top 7 Objections

Let us start by identifying the seven primary objections most encountered and then jump into how to respond to those objections. I have been self employed for over twenty years and consulting in the fitness and health industries for several years.

I frequently ask coaches to list all of the objections that they have ever heard. The same seven or so general objections pop up time and time again.

While these are the primary seven we encounter, obviously there are others. I've offered insight into other typical objections in the Appendix. Feel free to browse through the Appendix as an additional resource.

Although each objection may be stated in a number of different ways, they tend to fall in one of the following seven categories:

No Time

- “There’s just too much going on right now. I just don’t have the time to do this.”
- “I am not sure I have time for this.”

Not Ready

- “I am not ready now, maybe in a couple of months.”
- “I am just not sure I’m ready to take this step and commit to this type of schedule.”

No Money

- “I can’t afford it.”
- “This is way too expensive and I can’t justify the expense.”

Uncertain of Value

- “I am not sure this is for me.”
- “I don’t think this will really make much of a difference.”

Need to Discuss with Someone Else

- “I need to discuss this with my spouse first.”
- “I need to talk to my doctor about starting this program.”

Need to Think About it

- “I just don’t know. I need to think about it for a while.”
- “I need to give this some thought before I make a final decision.”

Check Out Other Facilities/Coaches

- “I would like to check out what other coaches have to offer.”
- “I have a couple more coaches to interview before making a decision.”

Handling Objections

Step 1 – Acceptance

The first step you need to take when receiving an objection from a client is to accept and acknowledge that you hear what the person said and that you understand their concern. Do NOT be argumentative or inform the client that they are wrong in regards to having those types of concerns. Nothing riles a person worse and puts them on the defensive then to tell them they are wrong or do not know what they are talking about. All that does is motivate that individual to dig their heels in deeper and stick to their guns.

Examples of how you should respond:

- “I know how you feel.”
- “I understand your concern.”
- “You’re right, it is a huge step.”

Step 2 – Use This Simple Question

After you have affirmed the prospective client’s concerns, it is time to ask them one simple question. With this question, you are simply gaining their permission to continue the conversation. For instance, say something to the effect of:

Example

“Well, Jim, would you like me to end our meeting/session right now, or would you like to talk about it a little more?”

“I promised I wasn’t going to push you with a hard sell approach, so would you like me to address your concern or would you rather we end the meeting/session right now?”

Sound too simplistic? Don’t be fooled into underestimating the power of such a simple question. Probably about 90 percent of your potential clients are going to respond that they want to talk about it more. When you receive this response (and chances are you will), you are definitely close to closing the contract! Whatever you do, don’t skip this step. Ask the question!

Why is this simple question so powerful?

- You are giving the potential client a choice and everyone loves choices!
- You are letting the potential client feel as if they are the one in control.
- It builds trust.
- It lets you keep your promise to not “sell them.”
- It allows the prospect to invite you to continue!
- It demonstrates that you are unattached to the outcome.

Step 3 – Speak to the Objection

The key to overcoming objections is to jog the person’s memory regarding the happiness and disappointment of reaching/not reaching goals. This is the primary reason why the Comp Session is structured the way it is. This is where you get to be a coach. Assist the person to focus on what they really want and have them speak to what value they place on “solving their problem”. Revisit the results and benefits they can expect to achieve if they work with you and assist them to see what it will cost them if they do not tackle the issue head-on.

Remember to ask permission throughout your conversation: “Would you like me to continue?” “Would you like to discuss this more?” or “May I ask you a question?”

This is important because each time you pose these questions to them and they say “yes,” you are receiving their permission to move forward. Your confidence will increase because you will begin to see that they are asking you to close the sale!

Here are three sample scripts for overcoming three different objections. Read each thoroughly to see how the three steps I just outlined are implemented. Then, read the section titled “Critical Success Factors” that can be used for every objection.

The “Not Ready” Objection

It’s common for many people to use the objection of “I’m not ready” to cover up what their true concerns are. This is where you are going to have to do a little digging into what is causing their real reluctance.

Not Ready Objection – Examples

Coach: So Bob, would you like to hire me to be your coach, so you can start living a more healthy and fit life?

Bob: It sounds good but I am not sure I am ready to commit yet. Maybe in the next six months or so.

(Step 1 – Acceptance)

Coach: You’re right Bob, it is a commitment!

(Step 2 – Ask the Simple Question)

Coach: Bob, I made a commitment to you at the beginning of our session that I wouldn’t pressure you or hard sell you in any way. Would you like me to let you go, or do you want to talk about this for a little longer?

Bob: What do you mean, talk about it?

Coach: Well, Bob, I want to talk with you a little bit, but it is up to you. Working with a coach only works if it is something you want. May I continue?

Bob: Okay.

(Step 3 – Speak to the Objection)

- Coach:** What exactly do you mean by, “I am not ready to commit yet?”
- Bob:** Well, I think in six months or so might be a better time for me. I have a lot on my plate right now and don’t want to take on anything new.
- Coach:** Bob, I’m a little confused. You just spent 30 minutes telling me how important getting in shape and losing weight was to you! You said that by achieving a healthy lifestyle you would dramatically improve the overall quality of your life. What’s changed in the last five minutes?
- Bob:** Well, when you put it that way... I just think I need to get a few things in order first.
- Coach:** Can I ask what you need to get in order?
- Bob:** Well, I just feel like I have a lot going on right now and I want to free up some time before I start another new project.
- Coach:** May I ask what some of those things are?
- Bob:** Well, I have....etc. etc. etc.
- Coach:** Has this approach worked well for you in the past...getting all your ducks in a row before you take time for yourself and your health?
- Bob:** No, not really.
- Coach:** Bob, may I be direct? People often feel like they have to “get their ducks in a row” before they can tackle what’s really important. In its purest form, this is fear.
- I’m not making you wrong. It’s common and I see it all the time. And I feel it is my responsibility as a coach to point this out to you.
- Let me ask you: are you really serious about losing weight and leading a healthier lifestyle? I really believe I can help you achieve that, but it’s up to you to make the final decision...

This conversation could continue. Bob could say yes right here, or continue to object.

In this script, the coach was doing two very important things: discovering what the real issue is and helping Bob overcome that obstacle.

Refer to the “Critical Success Factors” below for more information on these two techniques.

The Money Objection

This objection comes up quite often. If you encounter this particular objection, follow these steps, and then depending on how the discussion is going, you have a couple of options:

Step 1 – Acceptance

Step 2 – Ask the Simple Question

Step 3 – Determine if they financially can't afford it or if they don't really see the value in working with you. (Find out which of these it is early on in the conversation).

If a prospective client simply cannot afford your coaching consider:

- offering a lower fee option
- offering some type of flexible payment plan
- offering enrollment in a group or buddy program (if you have one).
- referring them to a newer coach who has lower fees or is looking for pro-bono “practice clients.”

If they don't really see the value in working with you it is typically the result of a lack of faith in the idea that working with a coach will actually benefit them.

- Were you thorough in explaining your “How”? If not, return to the conversation about how your coaching works and what they can expect.
- Assist them in identifying what it would be worth to them to accomplish what it is that they want.
- Determine what they expected to pay versus what they would pay and talk about the difference only (i.e., it is much easier to justify a \$75/month difference than \$150/month!).
- Consider reducing the number of months that they must contract your services.

Money Objection - Examples

Coach: So Sue, would you like to hire me to be your coach, so you can start losing the 30 pounds you indicated you would like to take lose?

Sue: I like the idea, but I am not sure I can afford it.

(Step 1 – Acceptance)

Coach: I'm glad you like the idea! And you are right, it is definitely an investment.

(Step 2 - Ask the Simple Question)

Coach: So Sue there is one of two things we can do right now. If you like we can talk about it a bit and see if there is a way you can afford it, or, if you like, we can end the session. Which would you prefer?

Sue: Well, I'd certainly be interested in hearing if there is a way we can make it work.

(Step 3 - Determine if they don't have the money or don't see the value)

Coach: Is it that you flat out don't have \$300 per month or is it that you don't see the value in what working with a coach can do?

Sue: To be honest, it's a little of both.

Coach: I think that if I could show you the true value of what you would receive, you might find a way to make this investment in your health and well being. I understand your hesitation, and I firmly believe that your potential benefits will far outweigh the \$300 worth of value per month. Would you like to talk a little more about this?

Sue: Okay.

Coach: Sue, you just spent 30 minutes telling me how important it was that you lose 30 pounds and become more physically fit. That you find yourself miserable and depressed all the time because of the weight you gained in recent years. Are you really not that concerned about your current health and well being or are you ready to finally get this aspect of your life in order?

Sue: I was serious! I guess I just don't believe that working with a coach is going to really help me. I've tried to lose weight and work out more regularly several times before and have always failed to meet my goals. I really don't see how that is going to be any different working with a coach.

Coach: Well, Sue, if you really want to lose weight and become healthier, I can assist you. But it's up to you. So let me ask you, are you ready to live a healthier lifestyle, starting right now?

Find out how much they expected to pay and only talk about the difference. (i.e., it is much easier to justify a \$75/month difference than \$150/month!)

Coach: Let me ask you, how much would you expect to pay for this kind of service?

Sue: I don't know, probably about \$100/month.

Coach: So it sounds like your concern is about the extra \$200 per month, right?

Sue: Yes, I guess you're right.

Coach: Based on our conversation today, I'm convinced that within three to four months of working together you'd lose a significant portion of that weight and be headed on the road to a healthier lifestyle. Isn't that worth the additional \$200?

Help them determine what it would be worth.

Coach: If money weren't an issue, would you be ready to get started?

Sue: Yes.

Coach: So, let's say we worked together for three to four months. You were implementing the plan we created together and were well on your way to achieving true long-term weight loss. What would that be worth to you?

Sue: I'm not sure, but I probably couldn't put a price tag on it.

Coach: So looking at the big picture how does \$300/month for a couple of months compare to that?

Consider offering a shortened contract.

Coach: How about this. The normal contract is for six months. I'm really confident that you will see the value of working with a coach over a three month period. Therefore, I'm going to reduce my typical contract to just three months. If you don't see the value after three months, you can walk away. How does that sound?

The “Need to Discuss with Someone Else” Objection

There are a couple of key issues when a prospective client expresses their interest, but qualifies that by saying they need to discuss it with their spouse, significant other, doctor, etc.:

Step 1 – Acceptance

Step 2 – Ask a tailored version of the Simple Question

Step 3 – Ascertain the individual’s true readiness and what the “discuss with someone else” is regarding.

Step 4 – Offer to have a conversation with the other person.

Step 5 – Arrange a definite time for the individual to get back to you with a final answer.

Check with Someone Else - Example

Coach: So Sam, would you like to hire me to be your coach, so you can start living a healthier lifestyle?

Sam: It sounds good, but I would like to discuss it with my wife first.

(Step 1 – Acceptance)

Coach: Good for you! I think it is great when couples make decisions together.

(Step 2- Ask a Modified version of the Simple Question)

Coach: Before we wrap things up, may I ask you a couple of quick questions?

Sam: Okay.

(Step 3 – Ascertain the individual’s true readiness and what the “discussing with someone else” is regarding.)

Coach: Are you 100% ready and committed to work with me as your coach to improve your physical fitness and well being?

Sam: Why do you ask?

Coach: Honestly, because if you are not really ready and committed to making a change in this area it will be difficult for your wife to see the importance of this investment. She has not experienced a coaching session, like you have. It is important that you are passionate and dedicated to this before you try to explain it to your wife. Does that make sense?

Sam: Yes, I guess I have some concerns too...

Coach: (Address your client’s concerns. Once you have done that...)

(Step 4 – Offer to have a conversation with the other person.)

Coach: Sam, I really want you and your wife to both feel comfortable with our coaching together. If you like, I would be happy to discuss with you how to approach your wife and/or sit down with the two of you and have a conversation, so I can answer any questions she may have. Does either of these options interest you?

(Step 5 – Arrange a specific time to speak and get the person’s decision.)

Coach: Sam, may I ask when are you planning on talking with your wife?

Sam: Tonight.

Coach: Great! Let’s pick a time to touch base so you can let me know what you decide. Does tomorrow at 3 pm work for you?

Critical Success Factors for Overcoming Objections

Obtaining Permission

I cannot stress enough how important it is to continually receive the client's permission throughout the objection phase. Did you notice in the role playing examples how the coach kept saying such things like, "May I talk to you about this more?" or "Can I ask you a question?" or "Do you want to talk about this some more?" This approach lets the individual retain control and choice in the process. Additionally, this helps you build more confidence in your ability to close the sale because the client is "inviting you" to continue.

Hold to Higher Level of Expectation

Do you agree that a large part of coaching is holding your clients to a higher level of expectation than they hold for themselves? It is important to continually work with your clients to grow, move forward, dream big, remain accountable, and follow through on their goals. Be sure that your Comp Sessions introduces people to this higher level of expectation, especially if they have objections!

If the Comp Session goes well, you have helped your client identify what they want to achieve, how they will feel when they achieve those goals and how they will potentially feel if they don't.

Then, question and challenge them to raise their expectations and achieve their goals! Do not let them off the hook! As long as you are balancing this with "getting permission," things will go well!

Tap Into Emotions

One of the main reasons you structure the Comp Session the way you do is to show your client not only how it feels when they achieve a particular goal or dream, but how it potential feels when they fail to do so. Remind them of those feelings when they raise their objections as you challenge them to rise and meet their level of expectation for themselves. Ask them for instance, “How are you going to feel if you don’t lose 20 pounds?” The key is not to tell them, but to allow them to “feel it again,” both the good and the bad!

From a Position of Experience (Professional Posture)

It is advantageous to remind your client how much knowledge and expertise you bring to the table. Phrases such as, “It has been my experience,” or “In my work with dozens of other clients,” or “That is understandable. You are not alone. Many of my clients feel that way.”

This gently jogs the individual’s memory that they are in good hands. That you are a qualified professional. That you have experience and that what they are undergoing is typical and not out of the ordinary.

Approach As If You Have Been Coaching for a While

Often, the longer you’ve worked with a client, the more concrete the results. Add to the equation that you are probably at your best...open, communicative, comfortable and fair in your interactions with your client. When you coach this way during the Comp Session, you will get more clients! People are drawn to powerful, professional, honest coaches that can talk straight, challenge them, hold them to a higher standard, etc. This approach has its roots in the Comp Session and grows throughout the objection phase.

Approach your prospective client as if you have been coaching them for six months and don’t shy away from saying and asking whatever you would to a long term client!

Together: Come to a Decision

It may initially feel as if you and your prospective client are on opposite sides of the negotiation process. However, you will find it more effective if you approach the situation as a team effort. Together, you and your prospective client will come together to make the decision. For instance, if Bob says he doesn’t have the time right now to start working out on a regular basis, you should genuinely want to help him make the best decision that he can possibly make when all is said and done. Let Bob know you support his decisions and agree that if Bob wasn’t ready, he probably wouldn’t make a good client because of his uncertainty. So, work together to find out what is genuinely in the best interests of Bob, whether it is working with you, someone else or not at all. Ask Bob if he would like your assistance and support in making a decision that is within his best interest.

Say What's On Your Mind

Too often, many people are afraid to ask what's on their mind. If a prospective client says to you, "I need to think about it," why would you shy away from asking that person what's there to think about? Here's a hint, if you're wondering about it, you should ask. You can't overcome an objection unless you know what the objection is, and the only way you are going to find out is to ask that person. Sounds simple, but for some a lot of people shy away from confronting the issue head on and consequently miss an opportunity to close the sale.

Schedule the Next Appointment Before the Prospect Leaves

If the prospective client says to you, "I will let you know," "I'll be in touch," or "You'll hear from me next week", do not let them walk away until you have a concrete follow up appointment scheduled. If you hear sentiments similar to these, you probably didn't do a very good job in establishing the foundations for a relationship and convincing the person that the decisions should be made together.

Respond to the prospect by saying something along the lines of, "Sue, how about we move forward and set another time to meet so that you can share your thoughts and concerns with me then."

Reach an Agreement and Secure Payment Immediately

You haven't gotten a new client until you have:

- An agreement,
- A schedule of coaching sessions, and
- Payment.

Your goal is to secure all three elements before the end of the Comp Session. In essence, you are closing the sale. When that prospective client states they are ready, you should reply, "Great. I only need two things to get you started. One is we need to set up our coaching schedule. Two is a payment." Sounds pretty easy right? It is, but so many coaches after effectively overcoming a prospective client's objections, fail to do the easiest step of all. Ask for the sale!

If you have addressed all of the prospect's questions, objections and concerns, chances are the prospect may take the lead and initiate the close themselves possibly by saying something like, "Sounds good, what's the next step?" However, if this doesn't happen, you need to take a deep breath and push forward. Come on, you are in the home stretch! This is actually the easy part.

There is not one clear cut, fail-safe way to ask for the sale. In fact, there are several ways you can close the sale. You will need to decide what way works best for you and which is the most comfortable. Whichever approach you choose, though, you will need to make sure that the closing question is strong, clear and concise.

Avoid closing questions such as:

- “What do you think?”
- “How does this sound to you?”

Try closing questions like:

- “Are you ready to get started today?”
- “Which plan is going to work best for you?”
- “If I can guarantee you will lose at least 10 pounds in 3 months, will you sign up now?”

Avoid Hard /Pressure Selling

Avoid taking an aggressive, high-pressure selling approach with your prospective client. Most people are savvy to this type of selling and definitely do not appreciate it. Here are a few examples of hard/pressure selling techniques that should be added to your list of closing sale “don’ts”:

- "I can give you a special price, but only if you sign up today."
- "I'm getting extremely busy, and if you don't sign up with me today, I may not be able to take you on as a client."
- "I'm so busy now, that if I don't sign you up today and we get started, I'm not sure we'll meet your goal of..."
- "If you sign up today, it'll cost you \$100, but if you wait until next week the price will increase to \$150."

As in the case of handling objections, if you are prepared for it, closing a sale can be a painless and an often exhilarating accomplishment. Practice your closing so that it becomes a natural progression in your discussion with a prospective client. Have confidence in your abilities and services and incorporate what you’ve learned here. Your sales will definitely grow!

Offer Free Subscription to Your Newsletter or E-zine

Even if someone decides not to engage your services at that time, you want to maintain contact. By offering a free subscription to your newsletter or e-zine, you can stay in touch while continuing to provide value and build a relationship with that prospective client. Who knows when the individual is ready to take that step they may hire you at a later date or refer a friend or colleague to you?

Practice Overcoming Objections!

Remember, if you want to feel confident and successfully handle any objection that comes your way, you must practice, practice, practice. Make a list of all the possible objections you may encounter and work with a colleague, friend or family member in role-play each possible scenario. Soon, you’ll be able to effectively overcome any objection that comes your way and close the sale.

Summary

The ability to overcome objections is an essential part of operating a successfully business. Too many times, I've heard stories from coaches who report their Comp Sessions just aren't working. I always ask, "Well, what happened when you asked for the business?" Often I hear, "They said they would think about it, or they just weren't sure, or they needed to check with their spouse." Then I ask, "How did you respond?" and all too often the coach left the session with "let me know when you have made a decision." This approach is not going to bring the clients through your doors!

Overcoming objections is crucial to the long-term growth of your business. If you follow our recommended structure for Comp Sessions and learn to effectively overcome objections, you should be able to convert at least 30 to 50 percent into paying clients.

Let's get out there and coach some people!

Appendix

Typical Objections Coaches Often Encounter

Learning to answer common objections people often have in a clear, concise, compelling and non-defensive way is a skill that you will greatly benefit from if you can master it. I have listed many of the typical objections you will often hear as you talk about coaching to prospects. As I have mentioned throughout this course, there is nothing wrong with encountering objections. They are actually a good thing in the sense they demonstrate that your prospective client is actively listening and engaged in what you are saying. Besides, it presents you with a great opportunity to demonstrating your communication and marketing skills. Prepare by developing a response to each of these objections and practicing that response ahead of time.

“Why should I hire you?”

To answer this question well, you need to know a little bit about the individual you are talking to, this is why you should always try to ask the person a few questions about what they do, what their biggest health challenges are, and how things are going for them before you disclose too much information about yourself and your services. You want to use the information they have told you to tailor your response.

What do you do if you don't have enough information about them to answer their question? One technique is to confront their objection head on, “I don't know if it makes sense for us to work together or not. I would need to know a lot more about your particular situation and the challenges that you're facing and you would need to know more about the results I help people achieve before either of us would be able to answer that question. How about we get together again next week and discuss the matter a little more?”

“How much do you charge?”

Your response to this question depends on when it comes up. It has been my experience that most people who ask this type of question early on are not really seriously interested; they are either just being curious or casually wondering if they could ever afford your type of services. If this question is asked towards the end of your Comp Session, you should take their question more seriously. Whenever you give a free individual Comp Session you should have a one page information sheet you can give them that details your services and fees.

“You charge HOW MUCH? Wow, that's a lot. How come it's so much?”

The best possible response to a comment like this is to provide them with a real life illustration of how working with a coach can help. The best examples come from actual results you have achieved for former or current clients because it is almost certain that you will have a prospect ask you, “Is that what you can do for me?” or “Have any of your clients ever achieved that?” A variation on this is to create a value proposition for them, “If you were able to accomplish that goal you mentioned in half the time, what would that be worth to you?” Or, “You mentioned you've been trying to lose weight for the last five years, but just can't seem to take the weight off. What would it be worth to you if I could help you reach and sustain that goal?” By using a real situation they have disclosed and creating a vision of how you can help them achieve their goal faster than they can on their own, can be a powerful motivator for them to take the next step — sign up for coaching session. The point to remember is that when a person states an objection to your prices it is a good sign that you have failed to convince them of the value of hiring a personal coach to them, not because they can't afford it.

“Whom have you worked with before?”

The underlying question here is really, “Have you worked with anyone like me before?” If you have, respond by giving them examples of clients who are similar to them in terms of goals, background, etc. If you have not, give them a brief description of who you typically work with in a way they can relate to, “I usually coach busy professionals who have severe time constraints, but still want to accomplish their fitness goals.”

“What kind of background do you have?”

This person is probably asking, can you relate to me and do you know where I'm coming from by personal experience? Do not go on and on telling the person everything about yourself. Focus on the major areas that highlight what makes you a great coach for that person.

“Why do I need a coach?”

The best response is a non-defensive, non-assuming one, like, “I don't know if you do. Why do you think you need a coach?” Another approach is, “A lot of people do not need a coach. Only people who are really serious about losing weight or achieving a more healthy lifestyle.”

“What kind of results can I expect?”

Here is where doing your homework beforehand will pay off. You need to keep track of how your coaching helps clients. The easiest way to do this is by asking them for a testimonial or letter of reference. Focus on areas you believe the prospective client is most interested in: weight loss, exercising, nutrition, changing existing behavior patterns, etc.

“I don't have time for working with a coach, I'm too busy.”

Give them a response that states you understand where they are coming from and an example of how you were extremely flexible with a current or former client you worked with who had an extremely demanding schedule and how they were able to effectively work out with a coach on a regular basis. Concentrate more on pointing out the value and potential benefits to them.

“I'm not ready to make a decision right now. Call me up in a month or so.”

This is one of the more difficult responses you might encounter because it can be very difficult to determine whether or not the person is truly interested or if they are just trying to get rid of you. If they are not interested you want to know because you don't want to nag them and you don't want to waste your time running after people who just don't want what you have to offer. In time and with practice, you will be able to quickly determine who are truly interested from those who are not. One of the easiest ways for you to do that is to allow them to say, “No thank you.” If someone says they are not ready to make a decision, but asks for you to follow up with them in the future, it's perfectly acceptable to come right out and say, “It's okay to say you're not interested in coaching because I don't want to waste either of our time by following up with you if you're not really interested.”

Here are a few other ways you could respond: “Is it that you're interested in working with a coach, but don't want to make a decision right now or are you just not interested?” or a gentler approach, “I send out a monthly newsletter by email that cover current topics of interest to those interested in fitness. Would you like me to put you on our mailing list?” The latter response asks for their permission to keep in touch. Most people won't turn you down and this gives you numerous opportunities in the future to promote your services to them.

Exercise: Be prepared! Overcoming objections, resistance and concerns

Use this checklist and template to foresee and head off objections. Take a little time to think about and then indicate how you would tackle these typical obstacles. List bullet points to help clarify your thoughts!

Possible objection and/or concern	How would you address this particular objection?
“I just don’t have the time to workout regularly right now.”	
“I’m not ready yet. Call me in a couple of months.”	
“I can’t afford this kind of expense.”	
“I don’t think working with a coach will make a difference.”	
“I need to think about this for a while.”	
“I need to talk to my husband.”	
“I think I can do this on my own.”	
“I want to talk to a few more coaches before I make up my mind.”	

Exercise: Overcoming Objections by Relating to Your Client

Zig Zigler, a well-known sales coach once said:

"When an objection occurs, always use the fundamentals of **FEEL, FELT, FOUND**. It gives you an extra cushion of time and allows the prospect to identify himself with others."

Example: "I see how you **FEEL!** Others have **FELT** the same way to until they **FOUND...**"
(use appropriate example)

A response along these lines will generally lessen any objection at the start because the prospective client will feel as if you really understand.

Variations

- Client: "I don't know if I really need to work with a coach."
- Coach: "I see how you feel, others have felt the same way to, until they read the recent study in X Magazine which showed how beneficial it is to work with a coach." (show client the article)
- Client: "The price seems a little high."
- Coach: "I see how you feel. Others have felt the same way, until they found out about the discount I'm currently offering."

Your Examples:

1. _____
2. _____
3. _____



Tom Perkins

Founder and Chief Inspiration Officer

Life Transformation Mentor • Author • Speaker

Certified Personal Trainer / Fitness Nutritionist

Tom empowers and encourages his students to balance and integrate their physical, mental, emotional, spiritual and financial needs by making lifestyle choices, and actively participating in their decision making and healing process. Tom quickly gets to know his clients by educating, motivating, and supporting them. Tom finds out what is preventing them from achieving their goals, and then helps them to get clear and open the doors to a vastly improved lifestyle.

Tom guides and teaches his students how to create a realistic plan of action that will guide and, most importantly, motivate them to achieve maximum happiness and success in their lives.

As a business entrepreneur with a degree in business management/accounting and expertise in sales, marketing and promotions; operations and administration; and staffing and human resource management Tom bring a unique perspective to his clients. Not only does Tom have the business experience of working with thousands of clients from solo entrepreneurs to Fortune companies, since 1990 he has personally founded and managed six (6) startups. Tom's dedication to helping people is only equaled by his passion for their happiness and success.

Tom enjoys a variety of activities both physically and culturally which include: personal development; fitness/nutrition; practicing yoga; bicycling; attending the theatre/symphony; visiting museums; sailing; aviation; snow skiing; jazz music; cooking/fine-dining; fashion; architecture; traveling; and collecting art to name a few.

Tom's Vision "Stay focused until the miracle happens."

Credentials

- Business Management Degree in Accounting
- Life Strategies Coach - Spencer Institute - www.spencerinstitute.com
- Certified Personal Trainer- National Exercise & Sports Trainers Association - www.nestacertified.com
- Certified Fitness Nutritionist - National Exercise & Sports Trainers Association - www.nestacertified.com
- Founding member of International Association of Coaches – www.certifiedcoach.com
- Founding member of Black Professional Coaches Alliance – www.blackcoaches.org
- Contributor to Bodybuilding.com – www.bodybuilding.com
- Contributor to Holisticpro.com – www.holisticpro.com
- Contributor to PTontheNet – www.ptonthenet.com
- Contributor to Fitness Commerce – www.fitcommerce.com
- Contributor to American Fitness Professionals and Associates – www.afpafitness.com
- Contributor to International Sports Sciences Association Pro Trainer - www.protraineronline.com
- Contributor to FitnessJobs – www.fitnessjobs.com
- Contributor to Club Industry – www.clubindustry.com
- Contributor to Space Coast Business Magazine - www.spacecoastbusiness.com
- Contributor to National Personal Trainer Institute – Colorado – www.npticolorado.com
- Contributor to Personal Fitness Professional Magazine – www.fit-pro.com
- Contributor to Fitness Business Canada Magazine - www.fitnet.ca
- Speaker/Presenter – Power Systems/Total Training Seminars – www.power-systems.com
- Speaker/Presenter – Idea Fitness – www.ideafit.com

- Speaker/Presenter – National Strength and Conditioning Association – www.nsca-lift.org
- Speaker/Presenter – SCW Fitness/Mania - www.scwfitness.com
- Speaker/Presenter – Club Industry – www.clubindustry.com
- Speaker/Presenter – DCAC – www.dcacinc.com
- Speaker/Presenter – Healthy Learning – www.healthylearning.com
- Subject Matter Expert - Entrepreneur Magazine – www.entrepreneur.com
- Subject Matter Expert - Washington Post – www.washingtonpost.com
- Subject Matter Expert – National Federation of Personal Trainers– www.nfpt.com
- Subject Matter Expert – Fitness Management Magazine – www.fitnessmanagement.com
- Subject Matter Expert – Club Business International Magazine – www.ihrsa.org
- Approved Instructor – American Council on Exercise – www.acefitness.org
- Expert Author – EzineArticles.com – www.ezinearticles.com
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