

## How To Coach On Objections

### **CLIENT OBJECTION: “I can’t afford it”**

COACH’S RESPONSE #1: *“If money were not an issue, is this something you’d like to be engaged in?” (Potential client says yes.)*

*“Okay, then let’s put the money aside for a moment.” (pause)*

Ask any or all of the following questions - listen fully to client’s responses and use your intuition about which question to ask.

- *“Do you TRUST that you could potentially make these goals come true?”*
- *“How might your life dramatically shift if you followed through?”*
- *“How will you choose to do things differently now than you’ve ever done in your entire life?”*
- *“What doubts do you have in your mind about whether or not this will work for you?”*

COACH’S RESPONSE #2: *“I believe you. What are you willing to do to make this a possibility for yourself?”*

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### **CLIENT OBJECTION: “I want to think about it”**

COACH’S RESPONSE #1: *“Great! That sounds like a good idea. I want to appreciate you for being so open and honest with me today. Can we check in on Thursday? There’s something I’d like to send you via email, then it would be great to reconnect on Thursday via phone so I can answer any additional questions or concerns you have.”*

Sometimes the client just needs a little marinating time, so send a follow up email within 24 hours. This email gives the client food for thought as they are making their decision about whether or not to work with you. Edit and use the “Sample Email Follow Up” we’ve provided.

COACH’S RESPONSE #2: Suggest that the prospect book a consult with another health counselor. Why would I suggest something like this? Number one because I feel very confident that the competition is not going to be able to draw out the emotional motivators. Number two because it’s an unexpected bold, yet sincere move on my part. I’m suggesting that if there’s a better match for you out there, you should by all means find it!

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**CLIENT OBJECTION:** *“I need to talk it over with my husband”*

COACH'S RESPONSE: *“What do you think he/she will say?”*

Your potential client will either release this worry right away or respond with her fears and doubts. If it's the latter... here's what you say...

*“How might your spouse or your kids benefit if you have more energy, know how to cook healthy, delicious food, and have more time and more patience at the end of the day?”*

*“Your family is probably going to be really proud of you, yes? You are going to feel lighter, happier, less stressed.... (use compassion in your voice here!)”*

*“Can I tell you a secret? A few years ago, my husband discovered that when I go to yoga regularly, I feel sexier, and when I feel sexier, he gets laid more often. So he came up with an amazing plan to make sure that I got to yoga at least 3x/week. He took away whatever barriers I had built for myself that prevented me from showing up to yoga. Eventually, it became an easy choice. The old stories for not going to yoga (such as I should be home to cook dinner) stopped getting in the way. I needed yoga... not just for him, but for me, too. Sometimes when we are shifting habits we need to see how taking care of ourselves is not selfish - it positively affects those we love as well.” (Pause here, see if prospect is resonating or wants to add something.)*

*“On the other hand, depriving ourselves of our best life, is also depriving our families. They end up suffering as well. They end up getting the drained version of us. So how can you step more into integrity with who you want to be?” ...or... “what are you willing to do to make it the way you want it, to live your best life?”*

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**CLIENT OBJECTION:** *“I think I'm pretty healthy already”*

COACH'S RESPONSE: *“Yes, you are pretty healthy, but what's not perfect yet?”*

Hint: This is a person who wants to be stretched into a new level of greatness, who wants to be challenged.

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**CLIENT OBJECTION:** *“The economy is bad. I'm not sure this is the right time.”*

COACH'S RESPONSE: *“These are crazy times. How can I support you to get what you want?”*

Remember, people don't have enough money for everything, however they do have enough money for the most important things.