



THE PSYCHOLOGY OF OBJECTIONS

WORKBOOK

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Psychology of Objections Contents

Psychology of Objections	03
The Brick Wall of Resistance	06
The Perfect Plan to Yes: Never Get No	07
How to Get Unlimited Referrals	12
The Art of Detecting Deception	15
Generate Long-Term Lasting Change	18
Satisfy the Right Hunger	21
Call to Action System	24
What is Your Persuasion IQ?	27
Inoculation: Presolve Your Objections	30
Mood Matters	33
Advanced Persuasion Tips	34

Psychology of Objections Questions

1. What percent of all new products fail? Why?
2. List the emotional reasons why people buy your product or service?
3. List the logical reasons why people buy your product or service?
4. What happens when you vomit all the features and benefits about your product or service?

5. When is the best time to solve an objection? What objection do you need to presolve?
How will you presolve this objection?

6. What does “I need to think about it” usually mean?

7. What does hearing “it is too expensive” really mean? How can you fix that?

8. What are the steps to handle objections? Take each step and apply it to your
product/service?

9. How do you know if it is a “knee jerk” objection?

10. Why should you use questions during the persuasion process?

The Brick Wall of Resistance

1. How many persuasion tools does the average person use? How many persuasion tools exist?
2. Can we tell the difference between logic and emotion? Why or why not?
3. Do you think you are over persuading? Why or why not?
4. Are you a guest, pest or a pushover? Why or why not?

5. What are some of the things you are doing that are causing resistance?

6. Are you persistent or a pain in the butt? Are you sure? Why or why not?

7. How can you increase your passion for your product or service?

8. What weakness can you reveal to increase your credibility?

9. Does your attitude help or hurt your persuasion skills? What is the main thing you can do to improve your daily attitude?

10. Can you do a better job handling rejection? How?

5. How can you help others feel capable of doing what you are asking them to do?

6. How can you make your call to action simple, easy and painless?

7. What is your initial small commitment?

8. How can you get more commitments (or more yes's) during your presentation?

9. How would you rate the mental involvement of your audience during your persuasive presentation? How can you increase their in involvement?

10. What are your best sources of social validation? How can you double your social validation during your presentation?

How To Get Unlimited Referrals Questions

1. What percent of time do you ask for a referral from a prospect? What percent of time do you ask for a referral from a customer? What percent of your business is based on referrals? How can you increase that percent by 50%?

2. How do you know where you clients/prospects are coming from? (How did they hear about you?)

3. How can you get referrals or recommendations from prospects that aren't interested in your product or service?

4. What is the main thing that is holding you back from asking for referrals?

5. How are you storing your information about your customers/clients? Does this fit your needs? Are you able to find all information about your customers/clients within one minute? If no, how can you improve this?

6. On a scale between one and ten (ten is best) rate your ability to connect with people. What do you need to change to increase your ability to connect with others?

7. On a scale between one and ten (ten is best) rate your ability to build trust with people. What do you need to change to increase your ability to generate instant trust with others?

8. What incentives can you offer for others to refer business to you?

9. Do you deliver more than you are paid for? Is that the perception of your customers/clients? How can you improve in this area?

10. Who does business with people that could refer business to you? How can you make that happen?

The Art of Detecting Deception Questions

1. Why do you think most of your prospects lie?
2. What increases the probability of deception?
3. Why are you looking for their standard behavior during your conversation?
4. What is a cluster? Why is it important when looking for deception?

5. What can the eyes tell you during deception detection?

6. What are some stalling mechanisms you are looking for during a conversation to detect deception?

7. What is fogging?

8. Why does conflict increase deception?

9. What are the challenges with statistics and deception?

10. What are some emotional states that decrease deception?

5. What is the price you will pay for your new success?

6. What are the consequences of this success?

7. What is the reward you will receive for this success?

8. What might be a temporary setback to this success?

9. What is your greatest obstacle to change?

10. What knowledge do you need to gain in order to make this change?

Satisfy the Right Hunger Questions

1. What company/person is getting most of your business? How can you solve this?
2. When your prospect goes to the internet, does this help or hurt your ability to persuade them. If it does, what can you do to inoculate your prospect?
3. Write is your relevant story?
4. Do you come across as the expert? Why or why not?

5. Is your appearance credible? If yes, how can you fix that?

6. How often do you not connect with your prospect/customer? What can you do to fix this?

7. How can you create urgency/scarcity to get your prospect to act today? How can you improve your urgency?

8. What can you use as a reward to offset your scarcity?

9. What is your irresistible no-brainer guarantee?

10. What is your loser's limp? How can you fix the limp?

Call to Action System Questions

1. How long does it take to make a first impression? How are you coming across during your first contact? What can you improve?

2. What are the main 3 reasons your prospects/customers use your product or service?

3. Write 5 probing questions that will help you identify the exact needs of your prospect/customers?

4. What is the main concern your prospects/customers are hesitant to reveal to you? How can you get them to reveal that concern?

5. Remember that emotions drive your call to action. List 3 emotions that you want to trigger during your call to action

a) How will you trigger emotion number one?

b) How will you trigger emotion number two?

c) How will you trigger emotion number three?

6. How can you get your prospects to close themselves?

7. How can you get past your prejudging of your prospects?

8. How can you never get the “it is too expensive” objection?

9. List 5 trial closes you can use during your presentation?

10. What main objection do you need to handle before it happens? How will you presolve that objection?

What is Your Persuasion IQ Questions

1. How has your prospect changed?
2. What is the difference between persuasion and influence?
3. How would you define a great persuader? Circle the ones you possess.
4. How would you define a poor persuader? Circle the ones you possess.

5. Why do you think most people want to be persuaded by you?

6. How many persuasion tools does the average person use?

7. How many do you have? Which persuasion tools do you want to master?

8. What percent of persuasion involves a subconscious trigger?

9. What are subconscious triggers?

10. How would you describe the persuader you want to become?

Inoculation Questions

1. How would you define inoculation? How can you use it?
2. What objection do you get the most? How can you inoculate against it?
3. What is the top objection you consistently get? How can you presolve this objections?
4. How can you tell if the objection is a “knee jerk” objection?

5. How can you inoculate against a low credibility?

6. Write a credible introduction that can be used to introduce you.

7. How can you get others to like you before they meet you?

8. How can you add more humor in your presentation?

9. How can you use and tell better stories?

10. How can you use and tell better statistics?

Mood Matters Questions

1. What can you do when your mood is not optimal to persuade others?
2. Why is it important to get yourself in a good mood?
3. How can you get your prospect/audience in a good mood?
4. How can you tell when your prospect/audience is in a negative mood?

5. What are signs of emotional avoidance?

6. Why are most people unhappy?

7. Why do people get angry? How do you deal with someone that is angry?

8. How can you use realistic fear during your persuasive presentation?

9. Proper fear must include the four steps. Fill in each step for your product/service.

How will the fear be **unpleasant** ?

How can you make the fear **imminent**?

Provide your **solution**

How can you help them feel **capable** of doing what you want them to do?

10. How does self esteem help the persuasion process? How can you enhance someone's self-esteem?

5. How can you get more out of your personal development program? What weakness is holding you back? Who can you find to mentor you to overcome this weakness?

6. How can you increase your credibility during your initial presentation?

7. What words are you using that detract from your message? What words can you use to replace those words?

8. How can you double the perceived perception of the value of your product/service?

9. How can you improve your listening skills? How can you come across as more sincere in your listening?

10. How can you get past the “I need to think about it objection?”