



Module 5: Handling Objections



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Module 5 - Overview

Content:

- How to tune into the Initiator energy and courageously speak your truth about the objections that are being raised.
- **How to respond when they say “I can’t afford it”** in way that honors them and requests that they step more fully into their power.
- How to know **instantly if they truly can’t afford your program** so you don’t waste your time or theirs.
- **What is really going on when potential clients make objections** and how to address it.

Bonuses:

- ⇒ A meditative and informative audio that helps you tune into the Initiator energy to help you use the sword of truth with love in handling sales objections.
- ⇒ Scripts that help you figure out how to answer the most common objections including “I can’t afford it” and “I have to think about it” and “I have to talk to my spouse”
- ⇒ A list of the key consciousness shifts you must make in order to stay in an empowered, compassionate, loving place while handling objections.

Tune into the Initiator Energy

Listen to the audio about the Initiator and tune into that frequency before diving in to the rest of this work. It will shift how you handle objections.

After listening to the audio ...

Ask yourself, is there anything that wants to be shared from the purple temple of the Initiator about accessing this intense energy within yourself. Are you ready to break through the veils of your fear and self doubt, to stand for the dreams of those you serve, and help them to navigate their objections? *Feel free to post in the Facebook group about your experience, if you would like to be witnessed.*

Let's do a little bit of a deepening into the Initiator archetype before we dive into handling objections.

Qualities of the Initiator

"She Who Empowers and Offers Second Birth." The way of the Initiator is the way of Truth. The Initiator acknowledges and empowers through challenge. She prunes, encourages growth, catalyzes change, expands perceptions, cultivates and ripens potential, motivates alignment with essence and truth, tunes the harmony of each being. If recurring patterns threaten to confine us in a stereotype of our authentic selves, the Initiator will confront us again and again until we grow. She cannot be distracted from her purpose. She leads us through pain to joyful insight. If we try to resist her, she will hound our footsteps to the end. In this, her compassion is unparalleled in its determination. The Initiator's transcendent function in the Mystery is that she is coherence, the force by which molecules are held together.

Her Mantra: "I align. I challenge. I clarify."

I am bringing this archetype into our work together because I want you to invoke the initiator energy in helping you to be strong as you handle objections. Remember that you are standing for this person's higher purpose, their higher vision.

As always, I want to make sure to point out that we are just dipping into the richness of this archetypes in this course. If you wish to go deeper, I'd be happy to introduce you to my mentors in this lineage. This archetypal work is derived from the 13 Moon Oracle, channeled through Ariel Spilsbury, and I have been taught this lineage by Devaa Haley Mitchell and Elayne Kalila Doughty.

Light and Shadow Qualities

Choose one or two light and shadow qualities you want to work with for these weeks

that we are in the frequency of the Initiator.

Light qualities of the Initiator include empowerment, coherence, challenge, catalyzer, truth, power, authenticity, clarity, discrimination, alignment, integrity, discernment, radical change, quantum leap, risk, breakthrough, collective avatar, innovator, system's buster (iconoclast).

The shadow qualities include: issues with power/powerlessness, over protectiveness, blame, unclear motivation/intent, over zealousness, "righteous" indignation, over achieving, over discipline, perfectionism.

Remember to write down your light and shadow qualities and put them in a place where you can see them every day.

Feel free to post in the Facebook group about your experience of the Initiator and the qualities you are working with, so we can support each other as we journey.

Handling Objections¹

When you share your enticing transformative program, one of 3 things will happen:

- You'll get a yes. Awesome! (Celebrate, because this doesn't happen often)
- You'll get a no. (This is *also* rare. It probably truly isn't a fit for them.)
- You'll get a "yes, *but...*" **80% of the time, you'll get a "Yes, BUT..." The "but" is a concern, or objection.**

Addressing what lies underneath the yes, but is the key to smoothly sailing through concerns so that they can embrace the transformation they truly want: **The content of their "Yes, BUT" is the REAL reason why they signed up for your free session.** That's what they really and truly need support on, in THIS moment.

This "yes, but" has stopped them before, in this area of life and in other areas, to stop them. **Coaching them on their "Yes, BUT"s is actually a tremendous gift.** When you use your Initiator energy and really dive into their objections, you are helping to create transformation for them, whether they sign up with you or not.

Now, let's have some fun as I tell you how you do it... NOTE: Make sure to begin delving deeper with this question: *"May I ask you a question about that?"* – You're entering the bold territory of the initiator, so you want to be respectful.

How to respond when they say "I can't afford it" in way that honors them and requests that they step more fully into their power.

AND

How to know instantly if they truly can't afford your program so you don't waste your time or theirs.

OBJECTION: "I don't think I can afford it."

If they object and say they don't have the money, You can say something like:

"Could I ask you a question about that?" (They say yes.) "If it weren't for the money, would this be something you'd want to do?"

¹ Thank you to my mentor, Elizabeth Purvis. I learned how to articulate much of what is in this section from my work with Elizabeth and from courses I have taken with her. I have morphed it into my own stuff, but some of it is taken directly from her work and I want to give proper credit.

I LOVE asking this question. The first time I had the courage to ask it, I got to know my potential client so much better, and by the end of the inquiry, she had found a way to get the money and signed up!

You might not think of yourself as a coach, but when you are in a potential client conversation, you are a coach! And when clients want to work with you but have concerns, it's your opportunity to coach them through those concerns so they can have what they really want.

So, when you ask this question, if they say an enthusiastic yes to this question, but still can't find the money, then you know they really can't afford it, then money IS really a concern.

You can choose to work with that by helping them with a payment plan, or coaching them on ways they can find the money if they really want it (more on how to do this below).

If there is a partly enthusiastic yes, you can ask *"That sounded like a maybe, is there something else causing hesitation?"*

You know that if they say no to this question, then it's not about the money and whether they can afford it. What it's about is uncovering the true objection.

If they say no, you can still learn in this situation and delve into their true concern by asking *"Would you mind if I ask why you're saying this isn't for you? This is for my own information and deeper understanding..."*

Another question you can ask is *"OK, I understand from before that getting this problem solved is a 9 on a scale of 1 to 10 for you, so what's causing the hesitation?"*

Or, *"Where will you be in 6 to 12 months if you don't address this problem or challenge?"*

"OK, I get that you want to work with me but money is a factor for you. Is it because you don't have ANY money at all, or is it that you don't have the money available for this?"

If they don't have any money to hire you you can offer to explore with them where to find the money.

When coaching people to find the money, do NOT do it unless they make a commitment to moving forward. At that point, a good question to ask is:

"Would it be helpful if we both do some brainstorming where you can find the money?"

It's important to ask this question from a place of being on their side, that you're an ally to help them get what they want.

If they say “Yes” hesitantly... then it really isn’t the money and is something else. And you are at a place of needing to tune in to your inner guidance.

Ask yourself - do you *really* want to have this person in your world? Remember, this person will take up valuable *space* in your world – in your heart, thoughts, and inbox. They might not be a fit. Go back to your ideal client checklist that you created in previous modules.

If you decide to go deeper with the conversation, you might ask: *“So tell me what’s going on for you. Because if it’s not about the money, what is it?”*

“It’s not the right time”

“Then when would the right time be?”

Some options for what else to say here:

- *“It’s no accident that this is the moment that you decided to [apply / call me]. So, I feel like it’s the right time and I’ll be happy to work with you so you can have this now.”*
- *“No problem. Take all the time you need. Just understand that after our call today, the fast action savings will disappear.”*

Help them to tune into why they come to the call in the first place?

Let them go if they are not a good fit.

Now, let’s go back to the brainstorming about the money in the case that they really are interested. If you ask them: *“Would it be helpful if we both do some brainstorming where you can find the money?”* Or you can ask: *“If you had to find the money tomorrow, what would you do? Are you open to brainstorming?”* ... and, they say yes.

Be courageous and let your potential client know *“If this is something you really want, I know that you CAN find the money for it.”* When you’re brainstorming with your potential client on where they can find the money, I suggest that you let them do most of the idea generation. They know their situation best. Some ideas that you can suggest:

- Borrow money from family. They may be excited to support this transformation.
- Changing your current budget to prioritize what they have said is important to them.
- Selling stuff you don’t need on eBay.
- Low interest credit card (I would use this one only if they are going to make money with your help).

Another somewhat daring question you may want to ask: *“I’m curious, you’ve mentioned that you don’t have money for this, what do you have money for?”*

Here is another great way to address the money concern. It might sound a little intense, but it comes from my belief in each person's personal power, value, and self-worth and their ability to have what they want. It comes from believing in the highest self of the person you are talking to.

"Here is what I know to be true. You are powerful, and resourceful, and you can have this if you really want it. There is no way that you can convince me that you can't create the money for this if it's what you truly wish to do."

"Is this something you truly wish to do?" "Are you ready to make the commitment?"

When you access your Initiator energy and hold people in their power in this way, you will be amazed at what they will do!

Here are some other things you can say about this topic. You can customize the language to your field, as always.

"I just loved hearing from you about what you really want for yourself. As you were describing it to me, I was with you, really with you. In those moments, I became your champion. I became your partner wanting as much as you do that which you just described. And I also know that now you're telling me that you can't afford to go for it. I'd love to explore that with you."

BTW, this is not about you hiring ME. In fact, I can give you a list of 5 other business coaches. I can give you resources you need. But the most important thing for me is that you see right now how there is a disconnect here."

You are telling me you want something badly and you are also telling that you are not willing to invest into getting it. If you are not willing to invest your time, your energy and your money into creating what's most important to you, it must not be that important to you. Please share your thoughts with me about this."

Other Common Objections and How to Address Them

I'd love to... but I don't have the time.

This really means "I'm not making this a priority... yet."

"Can I ask you a question about that? If I waved a magic wand and created all kinds of time in your schedule, is it something you'd want to move forward with?"

"In order to say YES to [the result you want], what would you have to say no to?"

"What would life be like if you chose [the results]?"

“I heard you say that getting this solved was an 8 on scale of 1-10. But now you’re saying it’s not the right time. So which is it?”

Also go back to how the challenges are impacting their life and how it will affect them in the future.

I’d love to, but... I have to think about it.

“May I ask you a question about that? What is it that you have to think about?”

This is a perfectly reasonable question to ask, especially after you’ve determined that it’s a fit. There is something else holding them back that they need coaching and support on.

“What else do you need to know in order to make your decision?”

“What questions do you have for me that will help you make a decision right now?”

“What else do you need to know in order to make your decision?”

If I am feeling really bold, I will tell them: *“Can I ask you what are you going to be thinking about and what will help you make the right decision for you?”*

Here are some questions you can ask here:

- *“Aside from thinking about it, is there anything else preventing you from moving forward with working with me?”*
- *“Aside from thinking about it, I am sure that you have some other questions or concerns. Can you share with me your other concerns or questions?”*
- *“You know, I get the sense that I may not have answered all of the questions you may have. If you had to guess, is there still another question you have in mind?”*
- *“Tell me more about that.”*
- *“I’m curious, how long have you been thinking about getting this problem solved?”* The next question after this could be *“Is it possible that thinking about it is something you’re doing so that you don’t have to solve this problem?”*

If it really is a no, you can say: *“I am going to be honest with you. I am disappointed. I was really looking forward to working with you. I believe that we would have been able to do great work together. And I totally trust that it’s not in the cards for us right now.”*

And as an advanced move, I could add this:

“Could I ask for a favor? If you are comfortable would you be able to introduce me to 2 heart-based business owners you know that can use help with getting a lot more clients.”

What To Say When They Say “I Have To Talk To My Spouse”

Ask them straight up:

“Is this something that you haven’t decided, or is this something you’ve decided AND you need to let them know because you’re truly in a partnership?”

OR

“I hear that you need to check with your spouse. Let me ask you, have you decided and you just need to bring your spouse in on the decision, or have you not decided?”

OR

“I hear you, I talk to my spouse about major decisions as well. Ultimately this is your decision. Is this something that you haven’t yet decided, OR have you decided and you need to get their approval because you’re truly in a partnership?”

Coach on whatever comes up. If they still need to speak with their spouse, that’s OK.

This may seem daring again, and you may need to go deep with your Initiator. You could also do this:

“When can you speak with your spouse?”

“Great. I’d like to take your registration information right now. If there is anything that you discover from your conversation that changes your decision, no problem; I won’t run your card. Just let me know by [X] time tomorrow. Otherwise I’ll process your registration and I’ll send you all the welcome info!”

What is really going on when potential clients make objections and how to address it.

So here are 4 main reasons why your potential clients will say NO to becoming your client during a consultation:

- They don’t yet know, like or trust you
- They don’t believe your service will actually be able to help them – they don’t trust your service or offer
- They are not committed enough to getting what they want
- And the last one - They don’t believe in themselves enough – they don’t believe they have what it takes

Your potential clients are afraid to step out of their comfort zone. Our brain is programmed to seek comfort, safety and security, and that often comes in the form of what is already known to us.

This need for comfort and the fear of change can get in the way of clients moving forward.

The way to address it is to keep asking questions until you get to the real concern. Then, remind them of the vision they have for themselves. And, if you really want to invoke the initiator, ask them if they are more committed to their vision, or to their fears?

Remember that when people come to you and have a session with you, they've probably been in pain for a LONG time. They need to make a new commitment.

In the hands of a spiritual solopreneur, persuasion is a powerful tool that can be used to help clients create massive change. Here are 4 elements of ethical persuasion that will help you help your clients say YES to themselves and what they really want.

1. Likeability And Trust.

Clients buy from those they KNOW, LIKE and TRUST. It's a must-have. Have you ever invested in something or someone without this factor being there?

The quicker you can move people to a place of trust, the quicker they invest AND it doesn't have to be a long process. I've had people I've never met before sign up for coaching packages and classes because they got to know me through social media and virtual events.

Of course, the best way to create the know-like-trust factor is to meet in person. That's why attending events and running workshops is important. The potential clients get to experience your energy in-person and to really get to know you.

2. Social Proof.

Testimonials – what other people say about you. If you are just starting out, you can get testimonials from friends. That's what I did in the beginning. Or, do free sessions in exchange for testimonials.

3. Reason why.

Always, always speak to the reason why someone should act right now. Otherwise, they simply won't. They will wait until who knows when. You are serving them best when you share reasons that are authentic to you about why they should act now.

4. Scarcity.

A lot of the scarcity out there can feel like false limitations and can feel manipulative. Ways to create scarcity that is genuine are to use:

- Deadlines
- Price increases

- Limited number of spots available (and, have it be true)
- Disappearing bonuses

Scarcity gets people into action. And, what you are doing is serving the people that need you, and giving them everything they need to make the decision that will move them forward.

For more on ethical influence & persuasion, see: *INFLUENCE* by Robert Cialdini.

A list of the key consciousness shifts you must make in order to stay in an empowered, compassionate, loving place while handling objections.

One of the fears in handling objections is that we will need to argue, convince and push against them.

Here are the key consciousness shifts and actions to take to handle objections in an empowered way:

- Be attached, but not to them signing up with you ... be attached to their vision for themselves
- Realize that they are investing in themselves through you and this the best thing they can do (if you can tell that your program is a good fit for them) ... by helping them navigate their objections, you are helping them to shift the very things that get in their way of success with the issue you help with
- Stay in your deep listening mode
- Remain curious and ask clarifying questions.

Many spiritual solopreneurs don't want to engage in sales conversations because they don't want to convince people to work with them. But, there is a difference between persuasion, convincing, manipulation and pushing.

Persuasion is simply a tool. And like any tool, persuasion is neither "good" nor "bad"... it's neutral.

A famous persuasion teacher once talked about the difference between ethical persuasion and manipulation. And his answer was "persuasion is for good, manipulation is for evil."

What matters is your internal compass. Are you sincerely acting with the intention of the highest good for the other person? What is your commitment to them?

Homeplay: Go for it and start having discovery sessions. You have all you need and more to get going!

Post in the Facebook group about your experiences.