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| **3. Answer Objections…**  3 Minutes with the Decision Maker (DM) |
| 1. *Can you stop the telemarketing calls…* |
| **Sure! I can definitely help you with that. All we need to do is grow your profitability to the point where you can hire and train a gatekeeper to screen your calls. So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *There’s no way you’re going to increase my profits by \_\_\_%…* |
| **Well, I can definitely understand your skepticism. Can I assume you’re open to learning some new things about business?** [Listen…]  **So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *Send me some information…* |
| **Sure! Happy to do that. What’s your email address?** [Write it down…] **Great. And I have your mailing address as \_\_\_\_\_. Is that correct? Great, I’ll get something to you. So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *I’m not interested…* |
| **If I can just ask…why?** [Listen…They will probably send you to a different objection …]  *Because I’m not interested, that’s why…* **Well, it is hard to be interested in something you don’t know anything about.  So what kind of issues or challenges are you facing right now in your business?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *Everything’s going just fine, thanks…* |
| **Okay! So you’re already making tons of money and spending almost no time at work?** [Listen…]  **Can I assume you’re open to learning some new things about business?** [Listen…]  **So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *I’m too busy; I don’t have the time for coaching…* |
| **You know, there’s never really a good time for business coaching because you’re always going to have too many things going on. But, the only way to change that is to build systems and a team to help you run the business so you can get some time back for yourself. So, what kind of a** [Shoot a *TIME* SILVER BULLET] |
| 1. *We get calls like this all the time…* |
| **Really? You get calls from business coaches who can actually help you make more money and build a team to help you run the business?** [Listen…] **So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *Who are you and what do you do?* |
| **Sure! Let me tell you a bit more about me.** [Share the HOTTEST 3 items from your HOT BIO.] **Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *How will you do that?* |
| **Good question. I combine my personal track-record of business success with best practices being used by thousands of businesses around the world to quickly grow the profitability of your business. Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *What can you possibly teach me about the \_\_\_\_\_\_ industry?* |
| **Probably not much, actually. But here’s how coaching works. You’re the expert in the** *\_\_\_\_\_\_* **industry and I’m the expert in growing profitable, healthy businesses. Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *I worked with a consultant before who…* |
| **Okay! The good news is that I’m not a consultant. I’m a COACH, which is more like a mentor. Consultants tell you what to fix then leave you on your own to figure it out or do it for you for a hefty fee. As a coach, I’ll be meeting with you on a weekly basis to help you implement solutions that will quickly grow your profitability. Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *I’m too small…* |
| **Well, actually small business owners are the ones I work with the most. Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *That all sounds great, but I have no money!* |
| **Sure, I understand that. The good news is that I use an approach called “finding my fee” where I help you increase your profits right away so the coaching more than pays for itself. Now, if I could help you overcome the #1 challenge in your business right now, what would that be?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *We’re heading into a recession, so now’s not a good time…* |
| **Yeah, it does look like we’re in a bit of a downturn. But successful business people know how to make money in a good OR bad economy. I can teach you how to supercharge your revenue growth while everyone else is shrinking back. Are you open to learning how to do that?** [Listen…] **So, what exactly do you do?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |
| 1. *What’s this going to cost?* |
| **Well, the price of the [Complimentary Coaching Session/ Seminar] is really great. It’s FREE! There’s no charge. At the end of the [Complimentary Coaching Session/ Seminar], one of two things will happen: either you’re going to say, “Hey, thanks a lot for the information. I appreciate your time and effort, but I’m not interested.” And if that’s the case, that’s as far as this goes. OR, you may say, “I could be interested if you can prove to me that this will add more profit to my bottom line.” If that’s your response, we’ll do a quick financial model to see if it makes sense to both of us to work together. If it does, we’ll get you started on a coaching program right away. Does that seem reasonable to you?** [Listen…] *[Go to #4 - Rapport Building Questions!]* |

**Overcoming the Top 15 Objections to Coaching Cheat Sheet**