

Soul'd!

Day 3 Workbook

Addressing Objections

1) Validate

Sample ways to validate and listen deeply:

"I totally get that – I like to think things through myself!"

"Of course – it's important to consider where and how you're spending your money, and make a decision you feel confident about."

"I get it – we all have at least different places to spend every dollar nowadays!"

"That's a valid concern!"

"Yes, it's important to consider how much time this will take and how soon you want to see results"

Bottom line – make them right!

With these examples in mind, you can use the space below to write and try out some validating statements yourself:



2) Isolate / Clarify:

Sample Questions to isolate and clarify an objection:

"If "X" were handled, is there any other concern you have, anything else that would be in the way of getting started / purchasing"

“I understand you’re concerned about getting lasting results. If you felt confident about that, is there anything else that would have you still hesitate?”

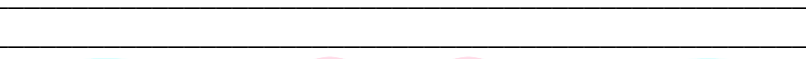
“If that weren’t a concern, is there any other reason you can see that you wouldn’t get started now?”

"It sounds as though you want to have a better understanding of what to expect and how it all works, so you can make a more informed decision, do I have that right?"

(If yes...)

"Great, and I can clarify that for you, is there any other concern that would also be there, or is that really it for you?"

With these examples in mind, you can use the space below to write and try out some isolating / clarifying questions for yourself:

A pink heart with cyan wings, symbolizing love and compassion.

3) Reframe / Respond

Sample questions to Reframe and respond to an objection:

"I understand your concern about (the specific concern they have) – have you thought about (broader picture, how not having this will affect your life/business etc in other ways, what the impact is on you to not make a change or address this soon...)"

"I get that it's important to you to see results quickly. Who wouldn't want that? Does it make sense to you that truly resolving this issue isn't just a quick fix, *and would that be worth it to you, even if it takes longer than you were hoping?*"

So you want X, Y, and Z, that's really great and so clear! I love that vision. Let me ask you this, if in working with me, we were able to get you even halfway to all those results, would that be worth it to you?"

With these examples in mind, you can use the space below to write and try out some "reframing" questions for yourself:

Feel free to write down any insights and thoughts you have about addressing objections from your practice with your partner:
