**Overcoming objections**

**The Summary**

If you’re doing your job as a coach, you will inevitably get objections. **A part of our purpose is to ensure the objection is legitimate;** meaning, the objection is in fact a REAL reason an individual cannot get started with us.

What we’ve come to find to be true about objections is three parts;

A ‘no’ is not necessarily a ‘no’, it is often a not right now. Just because we’re ready to help, does not mean this individual is ready to help themselves. It is important that you keep moving, keep sharing value through social media and follow up with them later.

Money is rarely the real issue, priorities are. It is so important that we ask questions to identify what motivates an individual to commit to themselves and leverage that to help them do so. If you respond to a money objection with a statement about budget, there’s a good chance you’re missing the mark.

Lastly, objections are usually based on somebody’s fear. We use the “feel, felt & found” method to overcome the objection referring to the fear we once felt before starting as coaches. “I totally understand how you feel. I remember I once felt the same way about…. What I found to be true is…

In this module, we give examples on how to overcome objections as well as draw a connection between not giving up on people, our purpose and growing a thriving business.

Assignment #1 – Be prepared to overcome objections.

**Preparation is key. Often, we know the individual we’re speaking to and what motivates them. It is important that you anticipate their excitement or their reluctance and prepare to answer accordingly.**

**Money:** Is it that they don’t have the money, or is it that they’re worried about not getting their money’s worth?

“I totally understand how you feel. I remember getting my challenge pack worrying whether this would be worth it for me. When I found out that they had a 30 day money back guarantee, I jumped in with both feet and I’ve been crushing it so far. [Name], it’s not in my nature to be pushy, but I’m loving this whole process and I think you would too. I KNOW it would help you [insert goal here] because it’s been doing exactly that for me. Would it change your mind if I promised to help you return the bundle if you didn’t feel you were getting your money’s worth?”

Is it that they don’t want to spend the money, or is it that they don’t want to spend the money on their health & fitness?

“I totally understand how you feel. I remember getting my challenge pack worrying whether my money would be better spent elsewhere. I did tell myself I would make sacrifices to work it in to my budget … but what I’ve found to be true is the lifestyle has been saving me money, lol. I have my Shakeology for breakfast so no more muffins / cereal. I drink black coffee instead of lattes at Starbucks now. I don’t have chips in the pantry anymore, lol… You get the point! All that just to say that I empathize with how you’re feeling, and while it’s not in my nature to be pushy, I’m absolutely loving this whole process right now. I wouldn’t be a friend if I didn’t challenge you on your objection. I know you have a goal to [insert goal here], and I know this will help you accomplish that goal. Would it change your mind if I promised to help you return the bundle if you felt the investment hurt your financial situation?”

Do they simply think it’s expensive but haven’t done their research on the competition.

“I totally understand how you feel. I remember when my coach sent me the $199 price tag, it felt like a lot to me. I actually told her my local gym was offering memberships at $25/month! Which felt cheaper… but then it dawned on me that $25/month is $300/year… and it also dawned on me that once I got to the gym, I still had to figure out what I needed to do … and the gym didn’t have any meal plans or a free trainer or accountability partner… and let’s be real, come winter, I’ll have no desire to go to the gym for my workouts. I don’t mean to sound like a smart ass, lol… I am just saying that I went through EXACTLY what you’re going through in your head… and though it may feel expensive upfront … overall, it’s SO cheap! Not to be pushy, but are you sure this isn’t something you want to do with me? <3 <3”

**Time:** Everybody has time. If somebody gives time as their reason for not doing this, they likely perceive;

A – That this sound like a bigger commitment than it is.

“Girl.. I totally hear you! Working full time with kids is SO time consuming! I thought for sure there was no way I could fit this in to my day either. I’ve got to tell you that I found a program on the all access app that is only 22 minutes per day. It’s no none sense and it works SO well. The meal plan is also SUPER easy to navigate and is very flexible. Does that maybe feel like something you could manage? I don’t mean to sound pushy or anything… I can just hear myself in your time constraint so much and I just don’t think I’m doing my job if I didn’t tell you about how I went about managing this <3”

B – Their day is such a mess that they cannot, for the life of them, understand how they’ll fit a workout in to it.

“Girl, I totally hear you! My BIGGEST roadblock in working on my fitness was that my day was an absolute mess. I could not find an hour to devote to working out let alone cook, lol! My coach helped me with some awesome tips on how to get my workout done in 25 minutes using the T25 program I’ve been doing and how to prep when I have a bit of time to spare. I’d be happy to share these tips with you if you think they might help? I’m sorry if it feels like I’m not letting this go, I can just so relate to your feeling and I’ve been loving making my workouts a part of my day. I think you would too <3”.

**Gym membership:** When somebody has a gym membership, the key questions are:

1 – Are they using their gym membership?

2 – Are they satisfied with their gym membership?

3 – Are they getting results from their gym membership?

If the answer to these 3 questions is, yes… then plant a seed that you’ll always be here to help and if they have any questions, you’ll always be available. But these are people that have found a process that works for them. Be respectful of that & keep moving forward.

If the answer to any of these 3 questions is no, then you may want to identify whether they simply like the feeling of being in a gym, where you could talk to them about bringing their programs to the gym.

“Hey girl! I totally hear you. I had a gym membership for a long time and I just couldn’t seem to get the results I wanted! I do the programs from home, but my husband did the programs from the gym for years. He had a gym right next to his work + he enjoyed going to the gym. He streamed his workout from the free weight section and got AMAZING results! Maybe that’s an avenue you can consider?”

Or if they are simply stuck on the idea that going to the gym is the only way to do this.

“Hey girl! I totally hear you. I had a gym membership for a long time and I just couldn’t seem to get the results I wanted! I do the programs from home and I find that it’s easier to manage that way & I’m getting better results. I was always told you had to go the gym to get fit … to debunk that was such a weight off my shoulder. Maybe working out from home would be better for you? It’s more respectful to your schedule & it’s so much easier to get motivated to press play than hop in the car and go to a gym, lol.. or at least it is for me!!”

**Silence:** Possibly the worst of all objections; when somebody does not reply to your invitation. First, don’t get hung up on this. Second, don’t assume silence means “no”. The fortune is in the follow up.

“Hey [name]! I know life can get busy so I thought I’d send you just a quick nudge to make sure you had time to watch the video I sent you! I promise I have no intention on being pushy and I certainly hope my invitation didn’t offend you! I hope to hear back from you <3”

Bonus tips:

1 – Remember that you are the wildcard; don’t have time? Let me help you schedule 25 minutes in your day for your workout. Don’t have the budget? Let me get you connected with something that does work within your budget. Worried about not getting your money’s worth? If it doesn’t get you results, I will help you return it for a full refund.

2 – Recall your purpose; meaning, remember that your prospect has health & fitness goals (which you hopefully identified before inviting) and that it is your purpose to help them act on those goals.

3 – Always end your attempt to overcome their objection with a question to encourage a response back.

4 – Engaging in a program is a vital process because it reminds you every day that you are advocating for a process that is REAL & that stands to improve somebody’s life dramatically. It solidifies your belief which is extremely important in overcoming objections + speaking the value of what we do.

5 – Do not change your tone, message or speaking style to overcome objections. You are ALWAYS a friend first.