

# Stop Handling Objections... Start Solving Them

**The framework for uncovering what's really holding clients back—and closing more sales**

## **Google Document Folder:**

<https://drive.google.com/drive/folders/1zN1X0239kdi-KqL7yuHDQc7YImA7APp8>

## **Quick recap**

Warren led a training session on objection handling in sales, demonstrating how to create slide decks using ChatGPT and Notebook LM. He explained his process of breaking down objection handling into three stages: before, during, and after calls, emphasizing the importance of diagnosing underlying issues rather than addressing surface-level objections. Warren shared specific techniques, including the AAA method (acknowledge, associate, ask), and discussed the difference between features, advantages, and benefits in sales presentations. The session included a practical exercise using the sales trainer bot for participants to practice handling specific objections like money and time concerns. Warren also showed how to create infographics in Notebook LM using client-specific data and mentioned upcoming office hours for questions.

## **Summary**

### **Minka's Trip Planning Discussion**

The group discussed Minka's upcoming trip, including her plans to meet with Alex and a couple in Las Vegas, with a breakfast scheduled for the 25th in San Francisco. Stuart mentioned missing the implementation day on Friday due to his anniversary celebration, and shared a quote about marriage from Harvard professor Arthur Brooks regarding spending life with your best friend. The

conversation ended with Warren introducing a topic about handling objections in sales, though the specific content was cut off in the transcript.

### **Sales Objection Handling Process**

Warren presented a comprehensive objection-handling process derived from four sales books: Challenger Sale, Strategic Selling, Gap Selling, and Spin Selling, along with additional methods from Alex Hormozi. He demonstrated how he uses ChatGPT Pro and Notebook LM to efficiently create detailed slide decks from his existing sales materials, breaking down the process into 30-minute sessions with a 2,000-character limit per prompt. Warren explained the importance of properly structuring prompts to ensure Notebook LM processes all required information sequentially and showed how to handle interruptions in the prompt generation process.

### **Notebook LM Slide Deck Creation**

Warren demonstrated how he uses Notebook LM to create slide decks efficiently by breaking down the process into multiple prompts, each with a 2,000-character limit. He explained that the tool automatically determines the number of prompts needed to complete the task and can handle creating multiple slides at once, saving time compared to manual creation. Warren showed how he provides broad stroke instructions and lets the AI curate content from existing materials to support each slide, allowing him to create comprehensive slide decks in 20-30 minutes for multiple classes.

### **ChatGPT Presentation and Sales Strategies**

Warren demonstrated his process for using ChatGPT and Notebook LM to create slide decks, explaining how he breaks down prompts into segments with 2,000 character limits and typically keeps slide decks to around 20 slides for better results. He shared tips for improving the output quality, including using templates and specifying exact fonts and formatting details in the prompts. The discussion then shifted to sales objection handling strategies, where Warren outlined a three-stage approach covering pre-call, during-call, and post-call techniques,

emphasizing the importance of diagnosing underlying problems rather than addressing symptoms directly. He provided specific examples of how to handle objections using the acknowledge-associate-ask method and stressed the importance of uncovering explicit needs before presenting solutions. The session concluded with Warren offering practice materials in a Google Drive folder and inviting participants to join a follow-up Q&A call later that day.