

Stop Handling Objections... Start Solving Them

Hey there, Stuart.

Hey there, Warren. How's that beard coming in?

Slowly. I've been playing with the idea of doing a hike through, so a nice warm beard starting at the Canada border actually doesn't sound too bad.

Yeah. I can see that.

Are you familiar with hike throughs? You you know what those are?

Yep.

So you you have an idea of what I'm talking about then.

Yes. I do. There we go. Hello, Minka.

Hi.

Are you all are are you all packed for your trip?

Well, not yet. Everything what is for the group is packed, but my personal things are not packed yet.

And have you gotten all your emails sent to your American friends to tell them what your exact plans are?

Like Stewart?

No. Yeah. No. I just could meet only with you, Alex, and then one couple in Las Vegas. Okay. Yeah.

Cool. So you two are meeting up. That's great.

Well, I sent you the email with when we when we are in San Francisco. And with Alex already, we fixed we will have on twenty fifth, we will have a breakfast together.

Okay. Oh, yeah. Yeah.

You know, I see it.

For some reason, it went to my spam. So I see it now. Thank you.

Yeah. Okay. Great.

Well, I hope to see pictures from this this brunch, lunch, whatever it is you end up doing here.

Yeah. We said even if it's not a long time, at least one selfie so that we met, and it's okay. So, yeah, we will definitely send that one. Yeah.

So, sorry I missed the, the, the implementation day on Friday. It turns out, Kim, if you're listening, I I don't think I unless it went to spam also, I don't think I got any messages, mentioning it.

So maybe I'm not on the the list these days. But, nonetheless, I hope it went well.

Appreciate her slide real quick. Busy because my wife and I went out on Friday to celebrate our anniversary, which is actually today.

We've been married for ten years.

How many?

That's amazing. Forty one.

Wow. Wow.

Man, that's amazing.

Yeah. Amazing person. Kind of wondering how anybody could deal with me for one year, let alone forty one.

Well, I'm forty, so I'm sitting here thinking my entire life, this this man has been married and seems happily married. That sounds like a good marriage.

If you can stand each other that long, I think that's beautiful. I really do.

Thank you.

Am I I'm trying not to be sarcastic, but still manage to put sarcasm in there.

Hey. Sarcasm is what it's all about.

Well, I truly believe that love is less about perfection and a lot more about, learning to tolerate and sculpt one another.

What's your thoughts? Give me the thirty second. What's your stoic thought here past all of this? Forty years. You must have know, like, a one liner you can give us about marriage.

So stoic stew.

Stoic stew. Let's do do that.

Okay. So, you know, I just was listening to you know, on one of the C SPAN channels, we have on the weekend, they have book TV where they'll interview authors. And so this weekend, there was an interview of a author who I wasn't familiar with before named Arthur Brooks.

And he is a professor at Harvard. He does a lot of work on happiness.

And he actually said something which I think is really key to our success. I mean, it really resonated with me. And that was he said, it's not that passion and lust aren't important, but true happiness comes from knowing that you're gonna spend the rest of your life with your best friend.

Knowing you're gonna spend the rest of your life with your best friend.

I like that.

Thanks for sharing that. I've heard of him, that guy, actually.

So it's good to know it's backed by some science.

Thanks, Stuart. I'm glad you shared that today.

I'm I'm glad you asked. Stoic Stew, always available.

Stoic Stew. I'm gonna try and make that stick.

Well, stoic stew. I know you like to know what's gonna be in class so you can judge for yourself if it's something that's relevant for you. And I will say if you have a lot of sales experience, you will get value today, but you may know some of the stuff. Let me just tell you where I got these five sources from. So this is all about handling objections today. And maybe you've read these books, and if you have, I turned these books into my own objection handling process.

Are we talking spin selling again?

One of the books is spin selling. However, I used let me scroll up here.

So these are the things I've actually just extracted exercises from these more so than I have, you know, like, turned these books into exercises. I just took these things over years and found things that work. It's not everything from these books however here we go.

I just found the Hello, Herself.

Stuart. Morning. Here's the books.

It's the challenger sale, the new the new strategic selling, gap selling, and, of course, spin selling along with the spin selling field book, which is, you know, mostly exercise and practical exercise.

Can you put them on the chat?

I may need to write it down.

Sure. I just want you to know I'm just gonna copy paste these here, but I have these ebooks that I have turned into my own personal objection handling process. I've never made a class on this, actually, so this is exciting for me to share with you all. But if you wanna know where I got today's class and, actually, this is the stuff that I used to train the sales trainer bot, is what we did Friday, Stuart.

We practice sales calls using methodologies, primarily one that came from James Mill. Oh, you have it on your desk, don't you? I can't see it blurred, but I'm guessing it's one of yeah. I see the red cover, though. Yeah.

These four are, for me, I mean, personally, the closest thing to predictable, reliable sales pretty much in any industry. I don't think these are specific to just coaching. In fact, none of these are just coaching consulting. They're all, well, I guess, Spencely is consultative sales, really, but, most of these are, you know, broad spectrum.

So if you have another business, you know, Christa, you come to mind since you have, I'm sure, things you sell that aren't just coaching consulting classes. Maybe that is what you do only, but these will work pretty much in anything sales where there's a salesperson required. Now that said, I am a big fan of take what works and leave the rest. I did not take every single thing from all of these books.

There are certain things that I do not enjoy about the challenger sale because I think it can be a bit aggressive.

Spin selling sometimes for me, if you don't know what you're doing, you can get lost in asking too many questions, and then people get question answering fatigue, and then they don't buy.

Gap all these books basically have pros and cons, so don't take any of them as, like, the bible. You have to do everything in them. But if you wanna know where I created the process that you did on Friday and the previous one where we made our sales design, it all comes from these, basically, these four books and, of course, twenty years of selling in different industries, all the way from beds and magazines and electronics to ten thousand, twenty thousand dollar coaching programs, and a whole bunch of stuff in between, even boy scout popcorn. So this is my life's, collaboration around sales.

I'm sure there's other things in here. A lot of what I have, though, unfortunately, does is not in a book. I learned it from people who like, for example, Alex Hermosy doesn't have a book that contains a lot of his sales training. It's just in YouTube or his courses.

So I will throw Alex Hermosy in there too. For example, the triple a method, you know, acknowledge, associate, ask. One of the best, in my opinion, objection handling things in the world is that method right there. Someone's got an objection.

The first thing you do is acknowledge it. You associate them with smart buyers, and then you ask them a return question versus doing what most people do, go straight to try and problem solving, which leads to a deeper hole for most people.

Now I'm not saying you never answer their question, but you should really have an absolute clarity around where that objection comes from, not just handle the objection. The objection's the cough. Don't treat the cough. Treat the disease.

And if you don't know what the disease is, that means you should probably be asking more questions, especially if they have an objection. So I just want to give you all that preamble, the intro paragraph you get before the book starts. We're going to go deep here. This is kind of a rapid fire thing.

I just want to give you a lot of tactical, useful things that I've used in a variety of different sales calls. Most of this, tried to keep in the realm of coaching consulting, but I can't help but take some of the stuff I got from selling expensive furniture business stuff back in the day.

So with no further ado, let's dive in.

Oh, and also just to show you how the sausage is made, when I made this class, just wanna give you I've been doing this with our Heart Coach Virtual Coach students and they really appreciate it, I thought maybe you all I know you're probably more advanced AI wise than a lot of those kids students but essentially again I uploaded the books that I'm pulling from, so that way I don't have to pull a million individual facts from these books. I just attach those files in this conversation. I use ChatGPT in all transparency pro, but I think if you're thinking, it's probably good enough.

I pay for pro, I'm gonna use it.

And if you were designing a whole course, you might pay two hundred fifty bucks for one month of pro and do what I'm showing you to make that whole course, which is something I have done in the past, but I just pay for this every month. Then I brain dump, and I said I want to make a class about handling objections, and then I went straight into what we've already covered, but I specifically talked about there's a two thousand character limit in notebook LM. So when I put something in here, I can only put up to two thousand characters. This matters because we're trying to make a detailed slide deck.

So if you want to know how I go from idea to slide deck now the hard work is I already created all the material before. That's why there's a hundred and eighty something sources in here, a hundred and eighty four sources. Right? So I don't

have to recreate this class or create from scratch. I've already made it. So that's the hard part. But I went from idea to beautiful slide deck that looks like this in maybe thirty minutes.

Now granted, I probably would have added in in hindsight. I would have added another half hour to edit because, for example, her fingers are just totally messed up. Right? So there's little tiny things in the process I'm about to show you that aren't perfect, but we're not going for perfect.

We're going for finish a course and sell it. That's what I wanna show you. So brain dump. This is just me without any form of prompt engineering or thinking.

I'm just telling other than this two thousand character thing.

Say so each prompt should be no more than two thousand characters, and it should let NotebookLM, and I'm telling you, I'm taking this into NotebookLM, tell NotebookLM this is one of however many prompt blocks you need. Because if we have a two thousand character limit, that means, as you can see here, there's gonna be like this prompt one of six. ChatGPT figured this out on its own. So when you do this, this is how you get around. If I put one of six, but I didn't tell it it was one of six, it would just create the slides right away, which is not useful because I want it to do all of the slides at once, not do the first three slides and do the second three slides and so on and so forth.

So this is how I made a I think this is twenty one slides. Yeah. Twenty one slide. Beautiful. Using my information. These are my ideas.

Slide deck in thirty minutes. So brain dump. Just remember, two thousand character limit, NotebookLM. And to make sure to tell it, you have to let NotebookLM know this is one of however many sly, prompts you're giving it. That's what I'm saying to Chattypati. Everything else here is just my ideas of what the class should cover.

So I'm refining my last class, and I'm giving it ideas and I'm also letting it know this is for people likely selling a ninety day group coaching coaching or class.

Then I forgot to add in my old slide deck, so I stopped thinking. This turns into a stop symbol so if you forget something I didn't want to do this live because this prompt took twenty minutes that's what the bulk of the thirty minutes was. It takes a long time for pro to think so I hit stop and I said oh wait I forgot here's my previous slide deck to help.

I like breaking it down to before during after for objections and then I hit submit again. So even though I hit stop and it didn't respond with an answer it still knows everything here in all the files I uploaded.

Okay? So if you ever hit stop, it doesn't lose anything in the conversation. Anything. It just stops trying to answer. This is important because we kept all this information.

I made one little revision and uploaded my slide deck, which I don't know why I don't see it here, and then it gave me code blocks.

I click this little two square symbol here and now I have copied the first one. I head over here, I'm not gonna do this right now, but I would paste, and then as soon as I hit submit, you scroll all the way down and wait for these words down here to say done. You can tell it's still thinking because it has a symbol that keeps moving.

Don't submit the second code block or prompt. These are just prompts. They're put in code blocks to make it easy for you to copy paste. This is a prompt.

Don't submit the second one until the first one is done. This is a sequential thinking process.

So Can I ask you a question?

Can you wait. Wait. Let me finish. Let me finish.

I'm on a roll here.

So I'll I'll pull the questions to the end here. So see here, if I had to say this was two of six, if I hit two of six while the previous one was still thinking, I've done this experiment. At least for now, it interrupted the flow of my slides. So, again, don't put the second prompt or third or fourth in order, obviously, they need to be in order, before the last one's done. Each one takes about fifteen seconds to think roughly. So wait fifteen seconds. It'll you'll see it's done.

Actually, here, I'll just show you something here.

Give me an infographic for that last class.

So even if spelled infographic wrong. Now you see this symbol here? Let's say I had a second prompt, I would wait till this is done. It's pretty obvious it's not done.

It's saying things like checking for clues, thinking about what your request is. You know what I mean? These are not done comments. But as soon as this one will take a little longer because the infographic takes about a minute.

But when it's done, then you do the second block. That's how I made this. So you have a question, Christa? Go ahead.

I just wanted to show you all that process because it's gonna say to me The the big picture so because you talked about a a program.

It said ninety day class. Are you just showing us how you created a slide deck?

In literally twenty to thirty minutes. Yeah.

Got it. So so whatever you were showing us right now is, with the purpose to create the slide deck. You have, like, twenty slides or whatever. Right?

Correct.

Yeah. Okay.

The big thing I'm going for is you this is how you get around the two thousand character limit to make big slide decks.

Big meaning more than five or ten.

So this slide deck you created was for today's class or for some type of a program?

Well, actually, for today's class and for another class I'm teaching later today. Both.

Two different things.

So as far as the the prompts, you said create one of six prompts or so. Each prompt is about I just two thousand.

Didn't tell it how many. It it figured out how many prompts it needs to accomplish the task I asked it to do. Yeah.

So each you you you you actually warned NotebookLM that it only can have two thousand characters. Right?

Correct. You you told it. And is this for each prompt is for each slide or for the whole thing?

For the whole thing. So one prompt might cover three or four slides. I don't know. However many characters it takes, it's doing the math for me. I haven't actually bothered counting the characters, of course.

But I'm going in there and saying, I think on slide one should be a title slide. The second slide should be objections to do before the call. This then that should be maybe, let's call it, five slides. So I'm just saying general broad stroke stroke stuff like this, trying to think in a pattern of how I want the class to go.

My thought was, let's do before call, during call, after call. Right? Like, that's how objection handling usually works because you don't always get it on the call. And

then I'm giving it ideas for each slide and saying, give me a title for each slide and tell it what to look for, my NotebookLM.

Tell NotebookLM what to look for to support it. Because I already know my content's in there, and it's only using my content. So I don't have to be reengineer every single slide because I've already done all this. If I didn't do that, this would take a lot longer.

But, you know, if you have a lot of source material, like previous classes you've taught, anything like that, even coaching calls, actually. If you have transcripts from your coaching calls, that would work too. It'll look for things to support the title slide so you don't have to manually do every single slide. It's still you.

It's still your ideas, but it's curating. Whereas for me, I don't know about you. I can't remember every class I've ever taught, and I can't remember all the brilliant facts that passed Warren already went and found.

It's doing that for me.

NotebookLM, the actual prompt. The intention is for notebook notebookLM to create the entire slide deck, right, at once?

At once. So that looks like this in notebook I m. Let me see here. Here we go.

So slide by slide by slide?

Nope. Just however many prompts. So did the hard work for me in figuring out this is two thousand characters or less. So here's one of five.

I submitted this prompt. I just cut literally one over here, found the first one. Right? Copy.

Then let me move the zoom window out of the way. There we go. Then I hit one. Right? And I waited till this said done. It says stored waiting for the next part.

Go back here. Prompt number two.

Copy.

Paste. And then I wait till that one says, stored, waiting for the next part.

Then again, number three, and so on and so forth. The only thing I'm doing here is waiting for it to say, I got it. I'm not submitting each one while it's still thinking.

Maybe in the future, that won't be needed, but right now, I've had mixed results doing that.

So those prompts, I I'm not reading them to save some time, but can't you just give it one prompt for the whole slide deck, but you have to have prompt one one out of how however many?

Look at look at what's in here. Right? Slide eight. Make the promise specific. Right? This is an idea I had.

I don't wanna type all of this out and go find the individual data points because, again, past Warren already did this. So past Warren, I'm gonna use his work. So I am detailing what I want on a slide, but I'm not actually bothering to go recreate each slide manually. So I'm just giving it the summary of what that slide should do.

Again, hundred eighty four sources of my classes. So it's just using that information, searching it. So it couldn't get more than let's see. On this one, four slides.

So then it had to make another prompt for the next looks like this one also did four.

Yeah. I'm not telling it to do four. It's just coming up with however many characters it it can in each slide deck.

Because And that's it. Because Notebook LM has a two thousand character limit, which you told it. So Yep. Let me let me just, in very simple terms, I think, repeat back the process for my clarification as well as others.

Sure.

Step one, use ChatGPT to just capture all your thinking as to what you want to create.

In addition, give it what limitations ChatGPT needs to know in creating those prompts, which is a notebook LM's case, two thousand characters.

With that information, ChatGPT then accesses or it says repeats back in the prompts it creates the information that you want notebook LM to access, which it already has access to.

But ChatGPT doesn't have access to it. You're just spelling it out so the ChatGPT can include it in its prompts.

Right? And then you give that to NotebookLM. And NotebookLM, as long as you are careful to make sure one prompt the first prompt is completed thinking before giving it the next prompt, or otherwise, you'll be interrupting its thinking, and it won't be finished. But the idea is there's not a limit on the number of prompts you can give it even though there's a limit on characters per prompt.

There is seemingly a limit, however, of how far it can go into slide decks. The most I've been able to pull off predictably is about twenty five, thirty. Something happens past twenty slides where it just struggles. So I would plan to keep it around or less.

Okay.

Like, for example, this one said it was gonna create a twenty five slide deck, but it didn't, and it was twenty one slides. So and I will say that it took fifteen minutes to

generate the slides. Ten, fifteen minutes. So it may look like it's not doing something, but it is.

In your in what you gave ChatGPT, did you tell it what the output format was that you wanted it to include in the prompts it gave to NotebookLM?

For example, did you mention it was a markdown file or a a PDF or PowerPoint?

Okay.

No. Because inside NotebookLM, if you do the function create slide deck, it's automatically one of two things, PowerPoint or PDF, and you get to choose which one it is when you download it.

Okay. And so for the sake of you making them corrections I would think that and it depends on how familiar you are with PowerPoint, and I assume you are. I would think you'd probably want to get a PowerPoint file so that you don't have to create and enter a whole another prompt.

You just grab maybe if it's a simple change, if it's Ah, that's there's a problem with that, unfortunately.

Okay. So these are images, not literal text blocks.

Gotcha.

So that's the only part I don't like about this. So, for example, I can't move or replace this image here. This is all one picture, including the text and the picture, one image.

Yeah. And I I I discovered that this weekend when I attempted to take the slides that you showed us in your last NotebookLM slide deck last week And modify a few of them for you into a more suitable presentation form.

But I couldn't find to do that is this.

You click it in a pen and you reprompt it slide by slide.

Yeah. Yeah. Yeah. Yeah. Yeah.

So this part, don't like. The only thing I have found so far to get around that is, first of all, use a and I didn't do that these two times because I forgot. But if you remember, use a template. You can upload a template and say, using this PowerPoint template, I want you to create the following, and then you put in all these prompts.

That helps a lot. Another thing you can do is in your ChatGPT brain dump, tell it the exact you know, you could actually upload your slide template in here too. Use the exact fonts, title, text sizes, and, you know, text body sizes for every single slide. That helps force consistent font because sometimes this font changes.

Like, let me see if I can think of an example here. These ones are actually pretty good. Okay. So for example, this one.

This is not the same font as that.

That happens seemingly all the time.

So I for again, I was more focused on content than I was, you know, who cares if the spot these fonts are different. Not very many people. But if you care about that, you need to be extra judicious in your prompting and say, only use Arial or Times New Roman or I don't even know what that font is, but you have to be specific or it will burn you with an italicized font versus, you know, something more basic like Arial.

So, like, I think I have something that you you'll find beneficial, and that is that I and I haven't done it a lot, but I think it worked. I I dropped my Adobe five hundred dollar a year package, and I I found a much more cost effective PDF builder called I think it's Wondershare or something.

Oh, I've used Wondershare. Yeah.

You have? So if I'm not mistaken, if you open up a PDF in Wondershare, you can say save as a PowerPoint, and it will actually create more PowerPoint elements out of those photo.

I'd be curious to see how it works with these.

Okay.

I I would like to know because the problem is that these images sometimes touch the text so that can cause issues, but I think it can yeah. You know what I mean? It'll create, like, borders that are not there.

Worth a shot.

But but that that's really interesting because then you could tell it in the prompt that ChatGPT creates for NotebookLM to make sure that there is a margin between the text in any image.

Yeah. Exactly. So it all comes down to, again, how judicial, how militant are you in the prompting. A lot of us kinda get lack luster.

And, for me, I was thinking more so content than detail. My actual thought is with this method I'm showing you is to do one round of classes where I just focus on getting the content nailed. And then the second time around, I go back and refine and then update as needed details, fonts, things like that. I actually learned this from Evan.

So Evan will often first do an imperfect pass with classes. So your handouts are not perfect. Your your slides aren't perfect. There's misspellings, that kind of stuff.

And then the second time you teach it, you know, in your prep, just redo the slides. And in this case, you know, you go back to that NotebookLM, find the specific slide deck, and then tweak it. That's, found, to be the most cost efficient

way to do this stuff because, otherwise, I'm trying to stay away from that four hour time prep.

Well, here, let's let's dive in here. I just wanted to show you all how the sausage is made because I don't know how into the weeds you all get with AI assisted class creation. Could you use this in your coaching too, you know, for materials you have as handouts, things like that? Christa, you could use this at you know, with a multitude of clients just to make something that's even specific for them.

One of the things, Christa, that came up for me the other day, I was thinking about you. I don't know if you do blood work or because I just had a friend talk about their blood work. If you do blood work, things like that or levels, if you will, like hormone levels, that kind of stuff, you can upload a file with that person's information. You know, maybe leave their name out if you wanna protect them and say, make me an infographic that talks about this person's, you know, hormones and blood levels in contrast to where they should be, or you maybe provide those details.

Here's where you need to be target range, and here's where you actually were. That infographic function in Notebook LM is fantastic for stuff like that. And if you give a you know, if you give someone a custom just for them, you know, beautiful infographic all about their information, I'm sure they'd see that as a big value add.

That's I'll mention something real quick because it's so relevant.

Recently, we'll make it quick. One of my clients actually, I I do that for myself. And recently, one of my clients who's been with me for fifteen years, she started with me forty three years old. Now she's fifty eight. The funny thing is the whole time she's been with me, three weeks ago was the first time she did a very extensive blood work with the company called Function Health. I think the the guys exploded, like, big time. I know levels because I I was part of that of them as well.

But she came up to me and she said, you know what, I just did a blood work, very extensive blood work, like one hundred and twenty panels. I was like, that's fine, that's great.

What's the company? She goes, functional health. And I actually bought the whole kit like seven months ago and I had not done it.

So she told me she actually the blood work panel said that she actually her biological age is fifteen years younger, which takes her back exactly when she started with me. You know?

And then I was like, wow. Wow. You inspired me, you know, the package that I bought to go ahead and do it myself right now because I had just put it to the side. I did it myself a week ago, a week and a half ago, two weeks maybe.

So I actually did that. I've been going through the whole thing. I copied the whole, like, details of what like, medical type of assistance. It it told me about everything.

And I I pasted it in chat GPT, and I was talking it back and forth to give me some details, but I did not go to that extent that you just said. So so you're saying all this information because it does give you on every every panel that you give, you can copy it, and I can paste it somewhere. In this case, I did a chat GPT, but I don't think I can put that in in in notebook LM. But you're suggesting to Upload it as a file. Created the infographic?

Upload a file and say, like I was saying earlier, make me an infographic that compares my current levels, hormones, whatever, blood work to where my target range should be based on the fact that I'm a number of years, number of pounds, white male or Hispanic male, something like that. Whatever information you think is relevant to helping coming up with that, then it can look up, okay. Here's where those levels should be on a healthy adult male with your specs in percentage wise. Or, you know, I don't know exactly which things it'll do.

It might do a bar chart. It might do things like that. But I think as a client is what I'm saying, maybe not for yourself, but for your client, that would be a beautiful two minute delivery you could make for them. That would be, you know, over the top stuff that they're probably unused to seeing.

I'm gonna test that. I'm gonna ask her so so, basically, for her to give me the a file of the readings of the blood work And I can just Yes. You're suggesting for me to make it a file and just throw it in notebook I m and give it some prompting.

Yeah. And its own NotebookLM. Not like, I would have a NotebookLM per a client.

So each client has all the files you are uploading in it so you can make things specifically for them, which is useful because there's a file limit of, I think, two hundred on NotebookLM and ChatGPT per conversation, I think, is twenty. So there's a huge difference in how much data. However, the thinking is better in ChatGPT.

The creating of actual assets like an infographic is much better in Notebook.

Gotta we gotta switch gears here. I just wanted to share that thought with you, Chris, because you came in my mind the other day.

And I'd know I hope you might find that useful, but I just wanna share with you all. Here's my oops. Wrong button. Here's my process of how I handle objections.

So I break it down into simple three stages. You can handle objections before the call, during the call, after the call.

And the bulk of true objection handling is actually done before the call, before the sales call. However, you're going to want to know on the call what's actually real here. Oftentimes, people present objections not because it's always the only thing they're worried about, simply because they're trying to get more information.

And I wanna show you to do this without pressure because a lot of people have in their head that you have to pressure people. But in reality, you don't really need to

be very pushy or pressuring. What you need to do is make sure you're qualifying people well before calls, which is plenty of tools out in the world for that. And you're doing a very, very detailed job, of course, in your work before the call, but on the call of learning about this person. It really comes down to having good questions in learning this person's concerns.

So I aimed this one at ninety day coaching calls just because or excuse me, programs because most of us are usually starting off with something like that. You could apply this, though, on anything. And we're talking about that first free consult call, right, which we've called before client conversations.

But remember that mindset here too is that if you wanna win, it's all about diagnosing. Right? What's underneath the cough? If they say it's a money issue, what's below the money issue? The money issue is usually the cough. There's something else going on beneath it.

So prevention, fifty five percent reduction on the amount of objections simply by doing what I'm gonna suggest here. Okay? I once I started looking at how do I reduce having objections at all on a call, this is where my job just got a lot easier, and it became less about, you know, persuading, convincing people, and answering a bunch of questions. And it became more about, oh, I already know what this person needs. So I'm just lining up my offer, my ninety day coaching package, in alignment with you said here's the stuff you need.

So the old way what for most people is you wait for you to get a no. Oh, I can't do it because of money. Oh, I need to talk to my husband, my wife. Right?

And then you try to counter them by using clever techniques. This is what most salespeople do, and this is usually going to be an objection heavy call. Lots of objections, and it's probably more stressful of a call. I'll say that too.

Whereas what I wanna invite you into is there's undeniable value in the discovery phase. This happens before you even get on the sales call, so that they don't even have an objection.

So, basically, treat that cause, the lack of perceived value.

When they say it costs too much, that means they don't understand or perceive enough value.

And not the symptom, the money issue. So that means if I say I got a money issue, don't treat and deal the money issue. Deal with why is it this person isn't seeing enough value in what I'm offering.

See the difference there? If I go straight to dealing with the money, I'm just treating the cough. If I try to figure out why you don't see enough value in what I'm offering, now I understand the disease underneath the cough.

So for coaches, you might they might say it's too expensive, you know, towards the end of the call.

That usually means you did not uncover the true cost of their problem at the early part of the call. And spin selling, remember, pee problem is usually the second thing you're doing. So around minute fifteen, the first part of the call, you should be already crystal clear on what is the cost of this problem to them.

You know, if you offer a ten thousand dollar coaching package and the cost to their business is twenty thousand dollars, now you understand something that you can use as leverage to help them take action. Sign up for the coaching.

So as it's outlined in the spin book, do not present the solution too early.

Most coaches fail at this.

We often get excited because someone says something like I'm having fatigue, and then you go straight to Here's some solutions for having less fatigue versus further investigating.

This is a trap for a lot of people. And you might even do this before the call. Right? A premature pitch.

They go to the fatigue, and you go right into how your ninety day program solves the fatigue. I've seen people do this quite literally at networking events, which is mind boggling to me. The person says a sentence to you, and you already assume they wanna spend ten grand with you. Don't do that.

And even on the sales call, this is an invitation, you know, the fatigue mentioned, to learn more, not to pitch yet. So withhold your solution instead until they explicitly ask for help or they state a clear urgent need. Get underneath the fatigue. That's when you want to get to Oh, I have something that can help you with this.

So for example, if they mention fatigue multiple times because you're asking them curious questions, instead of saying, I have a great module on sleep, right, instead you might say, how is that impacting your work? We're looking for the cost of the cough. If you don't deal with this cough, how will it affect your life, your business, your family, etcetera, your health?

So we wanna look at what's really going to make them wanna buy, and that's the cost of not dealing with that problem.

So, essentially, this phase, you're building the problem?

You are understanding the problem and discovering it, where it comes from, how it's formed, what it means to this person, how much it costs this person.

And I love this Alex Hermosy method I mentioned a little bit earlier. You know? Acknowledge, associate, ask. So people might have warnings of objections or an objection itself during the call.

If you hear anything that sounds like like an objection or something that might lead into an objection, follow this very, very simple process. The first thing you do is acknowledge what they're saying. Now you should be doing this anyways, by the way. Most of your coaching calls should be reflecting, not you talking.

If you're doing the bulk of talking on a sales call, you are unlikely to have a high conversion rate, for most people anyways. You want them to do the bulk of the talking, and you're doing things such as validating their concerns and reflecting in your words using their own words, excuse me, to maintain rapport and then buy you time so you can think about your response.

So if you've already got objections on the call, now we're trying to first acknowledge what they said. Hey. That makes sense you might have a price concern.

Right? And they might say, something like, wow. Ten k. That's too expensive. It makes sense you might say ten k is too expensive.

Right? I'm acknowledging what they just said and validating it. Then I'm gonna associate that. Right?

Normalizing their concern by linking to other smart, successful clients. If you've worked with other people, chances are you've had other people have the exact same objection as this person. Right? Now, obviously, do not fake associate.

Be real.

So you say things like, oh, I've actually had lots of people who have had similar concerns when I've given them the price tag. A lot of my successful clients who then went in and find whatever result you get had the same concern. So now you're letting them know you've helped other people who had the same concern as them. We're associating them with other people so they can see that, you know, they're not the only one who's had this question, and other people who've had that question also still got results.

And then finally, you ask a question.

So rather than answer the money question like, oh, well, can come up with a six month payment program, instead ask a specific low pressure question to get underneath the ten k issue. Right?

So tell me, what is it worth it to you to not have to deal with fatigue ever again?

At least as it pertains to you, you're going to have a sleep schedule that works. What is that worth to you in a dollar amount? You might ask a question like that. Low pressure.

Right? Or you might say, you know, because now I'm trying to uncover, you know, do they have a dollar in mind? And I might ask another question. Okay.

Well, tell me more about this fatigue. You know, how is this impacting your life with your wife or your husband? How is it impacting your business? You told me you own a a blank business.

How does it affect your ability to work with people? Right? I'm trying to get more and more costs out of them so that they can see solving this problem is relevant now, not later. Right?

So I've mentioned this example before, but I think it's useful. You're a mechanic. Right? If someone brings a car in and they say it's doing this weird stuttering thing, I don't go under the hood and change the oil and start working on it.

I open the hood and I look for what's going on here. I'm diagnosing the problem, not fixing the problem because they haven't paid you to fix the problem yet.

Right? So be a mechanic.

You're trying to get them to buy your services by diagnosing the problem effectively. So Spin talks about this in by dividing the things up from your program, your coaching package. There's features, there's advantages, and then there's benefits.

You really want to avoid a lot of feature talk. Oh, we have twelve weekly one hour Zoom calls. This doesn't generally help someone with price sensitivity.

This usually makes them more sensitive to price. Wait a minute. I have to pay you and I have to do a bunch of work?

Your coaching, your program is the obstacle they have to overcome to get the goal. They're not buying the obstacle, they're buying the outcome, the benefit.

So one way you avoid having more objections is by focusing on the things that they're actually wanting to buy. And a lot of people confuse benefits with advantages because advantage is basically how this could help basically anybody.

It keeps you accountable. That's kind of a lame thing.

So if this person said for example I need you to be accessible during work hours anytime while I'm going through this client acquisition process or this business acquisition. Maybe this is a big deal happening. So they gave you a specific thing they want. I need, like, one hour turnaround response time. Now this is more like consultative sales kind of stuff, but then you might say, got it. So in my ninety day get your business acquired coaching package, I will provide you with, during business hours only, one hour response time to anything you need while you go through this business acquisition.

If I'm now saying you first of all, I used their words. I didn't make those words up. I took them from their mouth.

And I tie that into, if I'm willing to do it, of course, the actual thing that I'm selling.

So notice features, stuff you offer. Right? Advantages, general broad strokes could help anybody. Benefits, how it helps the one single person you're selling to.

Okay? So a true benefit only exists if the client has already stated it.

So you don't assume you know what the benefit is for them. You ask them questions so you uncover what the benefit is for them. Because by the time you're done, they'll tell you everything you need to know. And if you do it right, they usually end up convincing themselves.

Of course, if you're only if you're willing to do the things they're saying here. So you're selling the outcome, save the marriage, not the airplane, twelve exercises they do with their wife that might be painful. Don't sell the communication stuff. You can still offer that and talk about it on sales call, but focus on the benefits, not the features.

And then you wanna build the explicit need before asking for commitment. Right? There's the implied needs when they say things like, I'm feeling stuck or my marketing isn't working, but then there's the explicit need. Huge difference here. I need a system to generate five leads a week, or I'll go out of business. Can you hear the difference in these two examples?

Right? Which one's more compelling to the person who just said it?

You In my ninety day coaching package, we'll make your marketing work. That's one level of need being met. Or if I heard you say, I need to figure out how get five leads a week so I can try and convert one, Then I'm going to say to you, only if I can back it up, okay, well in my ninety day client acquisition coaching package, you will learn and I'll teach you how to get five leads a week in like clockwork so you don't go out of business.

I'm attaching and marrying the product to the explicit needs they state, of course, only if I can provide what I'm saying.

I don't make promises I can't keep here. Okay? So you might ask a lot of questions and then try and focus on the things you know you can help them with.

So this is where we start to build a sense of urgency around buying, not with the vague stuff, but with the specific stuff. And if you don't hear them say things like this, commit to the spin selling. Commit to coming up with curious questions, again, not scripts, but keep asking them questions to go and dig deeper in those pain points. If someone says fatigue that's one level of need. If they say I'm tired every day because I'm averaging four to five hours of sleep and I'm worried about

my brain health because I've heard or read an article that led me to believe that leads to dementia and my dad had dementia, that is a hell of a lot more specific.

So then I can say something like, okay. Got it. So if you sign up for my ninety day lock in your sleep schedule coaching package, we will get you sleeping seven to eight hours a night so that you can start actively preventing any kind of dementia onset due to sleep loss, which will also resolve that fatigue you've been feeling throughout the day. Not sign up for my ninety day don't have fatigue coaching package where we will resolve your fatigue issues.

You can even hear it in my words right now. One of those is obviously far more compelling. However, coaches especially, we tend to stop at the implied need, and we don't do more digging to the explicit need, usually because we're just excited to help this person, and we know we can help them. But we can't help them unless we do an effective job investigating.

So close once, the call has earned it.

You shouldn't be trying to close someone until you've earned the opportunity to even try to close. That's the point of having your sales process.

So instead of having a clever high pressure closing script where you've practiced all these instead of memorizing a bunch of stuff like that, investigate properly. The close is basically agreeing on the natural next step. When you do this right it should feel like well of course the next step is working with Frisco, with Minko, with Stewart. It just makes sense.

So the ask is stay and this is the magic words right I got this from Evan based on what you've told me this is after you've done your research your next step is the whatever the name your ninety day program is shall we get started?

You want to be building up to that ask by doing proper investigation first so by the time you make that magic statement you already have lined up everything they've said with your product. You've lined up every explicit need with your product then

you can ask, which is why you close at the end of the call. Right? You've already done the investigation process.

And then, of course, after you do the ask, silence. A lot of people, when I watch their recordings of their sales calls, they try to rescue the person who's uncomfortable, the the potential client, in by talking too soon. Just be quiet. Don't rescue them.

You've just asked them to essentially change their life. Let them think about it for, you know, however much time they need.

So a challenger brings up an interesting thing here. Bring a point of view. Right?

There's the relationship builder, for example, which is you're diffusing tension and agree with everything the client says, which produces lower conversions.

So instead, be the challenger. Right? You teach the client something new about their own problem using constructive tension, which lines up pretty perfectly with problem and implication statements in SPIN selling. So, again, we're talking about preventing here.

Right? We're really trying to prevent them from having those objections in the first place. They still will, but they'll have a lot less. So you don't wanna say, I agree with everything.

You wanted to help them look at it from another angle. Evan calls this the counterintuitive shift. They think it's one way, and you're gonna show them it's actually a completely different way. So instead of saying if they say, I need a better diet, and you just say, I agree, you might say something like, actually, your diet is fine.

It's the chronic stress that's blocking your weight loss because it's leading to the stress eating.

You can see in a simple example here, I'm not just going to agree with them even though they might be right, I want to get to what's the thing they're not mentioning here? How do I challenge their perspective? Because that positions you as a credible source of information, aka the person they trust enough to buy from. Again, prevent the objection.

Reframe the real problem. So this kind of gets into implied need versus explicit need. Before, the surface symptom, they say, Well I think that I'm fatigued, so I can't sleep at night and there's too much on my mind. You uncover in the sales call, Actually, there's this systemic issue you have.

You're not dealing with this problem.

You might find that they have this thing they're totally avoiding, let's say it's their taxes and their business. You're trying to find out what's causing you thinking every night before you go to bed so you can't sleep.

Reframe the real problem. You think it's fatigue. It's actually the fact that you have this unresolved issue that you have to address. Right? You're trying to pivot from symptoms to causes.

Make the cost of inaction concrete. Right? So if they say, you know, however much time they've spent in loss or they have whatever they're in like fatigue for three years, what is that's the cost of their inaction. Right? You just told me you've had fatigue for three years, which you said is affecting your ability to make choices at work. You've lost money over this. You mentioned three thousand dollars on a mistake where you got scammed simply because you were tired.

How much are you going to keep paying for this?

So you're formulating how much is it costing them to not do something today.

You can see some examples of each of these on a slide.

Take control without becoming pushy. So there's a difference between passive and aggressive, and assertive and aggressive are not the same thing. A lot of people assume assertive means aggressive. It does not.

Passive is just letting the client run the show and aggressive is essentially pressuring. Assertive is in between these two places. We're being confident in our own value. We know that we can do this and we help them maintain the momentum in the call. You hold firm on your price. You don't just start negotiating because they had a price objection. You you know, you're the guide guides them to the next step.

So you're trying to take control of the call without being or attacking for anything, right? Don't just tell them they're wrong. We want to validate and acknowledge their concerns without them running the show. Okay? So again, come back to that acknowledge, associate, ask.

That is a very assertive way to take control once an objection comes up.

In the book Strategic Selling, there's a lot of strategy before tactics here.

There's what you say tactically in the exact moment, which is things like triple a method or even scripts you might have practiced. But then there's the strategy, which is you position yourself correctly before the objection ever happens to align with the real world buying environment. See how a lot of this comes down to aligning your product with the person's needs, things like that, even before the call or before the objection? A lot of these sales strategies are talking about essentially creating a scenario where there's no reason for an objection.

That's the pattern you see amongst a lot of these books. So a great script can help you, AAA can help you, but you really need to make sure that you have a strategic sales strategy which is why I really recommend the SPIN Selling process as a core of all of this.

So if you know for example you're talking to the stay at home parent then you also know they're going to have a working spouse, the breadwinner, who needs to be on the call.

Should be, you know, the first ten minutes, you find out there's a decision maker that's not on the call, should be trying to get them on the call as soon as possible or reschedule the call to have that person there, rather than complete the entire call and the breadwinner's not even there.

So again, there's a difference between tactic. I'm dealing with, oh, my husband, my wife who makes the money has to decide on this.

You know, it's tactically dealing with it. Strategic. Okay. When can you have them on the call?

Let's have this call with them. Because they might have questions that you won't answer or won't know how to answer, but I can. Right? It's an easy pivot here to making sure we plan for these things ahead, and I try to do this, by the way, before the call even happens.

Is there another decision maker that needs to be on the call? Let's get them on the call.

And we want to make sure we map the four buying influences. So in the book strategic selling, they talk about there are four different kinds of things that people are influenced by. There's the economic buyer, right, who holds the purse strings, usually the person and their spouse. There's the user buyer who does the work, Right? Who's actually going to build this thing, especially if you're talking about building a business.

You know, if you're talking to a business owner or and then there's an actual implementer who's separate from them, the business manager, you probably should have both of them on the call.

And then there's the champion. There's the part of the client that desperately wants to change. Right? We need to be talking to that part of them.

Which part of them got them on the call? Why are they on this call? Right? And then there's the technical buyer, like the gatekeepers, especially in, you know, business to customer.

This is the client's logistical calendar, like their secretary, or they might have someone protecting them, or b to b, especially, the manager might have someone who gatekeeps them. We need to make sure that we have both of those people there, the person who, All these people need to be considered in our strategy to try and sell to this.

And then you should think about what are your red flags here.

Are there potential unspoken objections?

Maybe you're missing information or you have vague answers. If they're saying things like to you, this just costs this much, this costs too much, this costs too much, it takes too much time or timing, things like that, we need to think about what are the red flags here? Like, what are they not saying?

Because if you ignore these red flags, because you want to keep the call positive, a lot of people won't want to talk about painful things, or maybe you're uncomfortable talking about what's your guarantee for your coaching package. A lot of coaches struggle with that particular thing. You have to talk about it, right? So think about the things that they're not even bringing up. You've likely had sales calls before or what would be the concerns you have? Address those beforehand so lean into the resistance and just call it out for them.

You want to resolve something that could come up or maybe they're just plain not saying to you so you address it for them in that call.

Know, simple example here. You mentioned you wanna start this, but you also said you're moving houses next month. Right? Like, the time concern. How realistic can

you commit to three hours a week or whatever your coaching package is? Right? One hour of meeting with you, two hours of homework.

You want to get into what do you think that they're hinting at that could get in the way of the sale.

So we covered a lot of what I have here. There's basically six more slides here. What I want you to do here is me move this thing here. I want you to actually practice these.

So I made you a an exercise, very simple. It uses the sales trainer bot. You just click this link, and it takes you to a sales trainer bot. And you just copy this prompt, and it'll figure out what exactly you wanna practice.

So maybe you've had some of these objections like money or time or spouse or my you know, decision maker. Pract tell it which one you wanna practice. I also gave you some objection math. I love the price objection.

So here's some things I've literally used in calls to deal with specific ones, such as seasonality. Right? It's not the right time. I hear that one all the time in business.

I heard a money one.

And I also like by niche, here's some micro sprints you could talk about so you can start getting to those very laser specific needs they had. So these are examples of how you could take laser specific needs and use it to prevent the objection. All of these are in the same folder, I'm going give you a folder with all of these rather than individual files.

And let me make sure they're all in there real quick.

Yeah. It looks like all three are in there. Perfect. So in the Google Drive folder I'm gonna have to hop off here for another call.

So in the Google Drive folder here is the exercise, the slides, and the the scripts, some of these things to try and practice just so you can see how I word these things and how I might formulate a solution if someone had an objection. Okay? So click that link, brings everything in there. They're all in the Google Drive folder, and that will help you, you know, just follow the instructions, copy paste the prompt into the sales trainer bot, and just tell it which thing you wanna practice.

Have you had money objections? Guess what? You should probably practice some money objections.

And if you have any questions, just come to the Q and A call, which will be later today. You have that, let me check a calendar real quick because I can't remember the time that starts. And actually it starts in two hours. So in two hours, you have questions, just come on back. We'll have the office hours call, and I'm happy to support you. See you all later. Bye for now.

Kim, are you there?