

# Why Prospects say, “No!”

## The 7 Main Objections

In order for you to have any chance of turning a “No” response into a “Yes” response, you have to know what you are dealing with – and be prepared for it. In other words, you have to identify the cause!

After working with clients for many years, we have created a list of all the objections that have ever been heard and you know what, the same seven to ten objections come up over and over. Although each objection may be phrased in a number of different ways, virtually every objection falls into one of these seven categories:

### **Not Ready**

- “I am not ready now, maybe in a couple of months.”
- “I have to get some things handled first, then I will be ready.”
- “I am just not sure I can commit to this right now.”

### **No Time**

- “My plate is full. I cannot take anything else on at this time.”
- “I am not sure I have time for this.”

### **No Money**

- “I can’t afford it.”
- “Wow, that sure seems expensive. I can’t pay that for [product or service].”

### **Unsure of Value**

- “I am not sure this is for me.”
- “I am not convinced this will really help me.”

### **Check With Third Party**

- “I want to talk about it with my spouse first.”
- “I need to run this by my business partner.”

### **Think About it**

- “I am not sure right now, I need to think about it.”
- “I take time to make decisions. Let me sleep on it.”

### **Interview Other Service or Product Providers**

- “I would like to speak to some other [vendors].”

*Go ahead, try it. List all the reasons you have heard prospects tell you “No.” See where the reasons on your list fall. Chances are we have every one of them covered under the 7 Main Objections.*