

Top 5 Objections That Potential Clients Raise

Most potential clients want to work with a coach. But, being potential clients, they often have objections to starting. Usually, these objections are not real; they are simply perceived. So, your job is to help them get through/over these, without being too pushy. Remember, your prospective clients DO want to work with you; they are simply afraid, slow, or unclear on the focus. You can help them make a great buying decision. Remember the first "NO" is just the beginning of a wonderful relationship... Here are some ideas.

1. OBJECTION: "I DON'T HAVE TIME WORK WITH A COACH."

POSSIBLE RESPONSES:

- ❖ "Why are you that busy?"
- ❖ "And how healthy is the stress is your busy schedule is causing you?"
- ❖ "Perfect! I only work with clients who are way too busy to work with me."
- ❖ "Perfect! Let's spend 30 days getting you ahead of your busy schedule."

2. OBJECTION: "I CAN'T AFFORD THE COACHING FEE."

POSSIBLE RESPONSES:

- ❖ "We all have the money we need for what we really want. What's the goal you'd set for yourself that you REALLY want?"
- ❖ "Are you living that close to the financial edge?"
- ❖ "Perfect! Let's first start working on getting you a financial reserve!"
- ❖ "No problem. Let me discount it for you for the first 90 days. How much do you feel is both fair and affordable for you, to get started."
- ❖ "Are you sure?"

3. OBJECTION: "I'M NOT SURE WHAT I WOULD WORK ON WITH A COACH."

POSSIBLE RESPONSES:

- ❖ "Yes, that's pretty typical. We usually spend a couple of sessions to sort out the various priorities you have. That itself is coaching."
- ❖ "What are the 3 biggest challenges you are facing right now?"
- ❖ "What is draining/zapping your energy most?"
- ❖ "What the opportunity that's going to pass you by if you don't act on it?"

4. OBJECTION: "I'M NOT SURE THAT A COACH CAN HELP."

POSSIBLE RESPONSES:

- ❖ "Really. How come?"
- ❖ "Is the problem overwhelming?"
- ❖ "Would this be your first time working with a coach?"
- ❖ "What part don't you think a coach could help with?"

5. OBJECTION: "I'VE ALREADY GOT A MENTOR."

POSSIBLE RESPONSES:

- ❖ "What aren't you working on with him/her that you would still like some strategic support with?"
- ❖ "Do you have a personal goal or problem that would benefit from immediate, dedicated attention?"
- ❖ "Wonderful! What sort of things do you two focus on?" (then, listen for what else YOU could offer...)

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