

### How to Handle Almost Any Objection That Comes Your Way

This document provides you with nine tactics to handle objections. Then it challenges you to come up with your best response to any objection that might come your way. When you join the Center for Executive Coaching, you get one-on-one coaching and support anytime to address these and any other business development or coaching challenge to make sure you attract clients, position your coaching practice powerfully, and have powerful impact with your clients.

#### Nine Tactics to Handle Objections

#	Tactic	Examples
1	<b>Ask a question to understand the underlying issue.</b>	<ul style="list-style-type: none"> <li>▶ “We do offer that. Why do you ask?”</li> <li>▶ “Can you tell me more about why you are asking?”</li> <li>▶ “It makes sense to want to think about it. Can you tell me a bit about what your considerations are? Perhaps I can help.”</li> </ul>
2	<b>Quid pro quo.</b> Offer to do what the client is asking in exchange for something else. If the client doesn’t agree, you know they probably aren’t serious about hiring you.	<ul style="list-style-type: none"> <li>▶ “I’m happy to write a proposal but I’m not sure what to put in it. Could you spend 20 minutes with me now to confirm scope and budget?”</li> <li>▶ “If I send you a summary of our discussion and it accurately reflects our agreement, what happens next?”</li> <li>▶ “I have a stack of references from delighted clients. Let’s say I introduce you to a few of them and they rave about my results. What happens next?”</li> </ul>
3	<b>Revisit their big picture, the cost of their challenge and value from solving it, or their overall “Why?” for wanting to involve you.</b> This works best if the client’s interest or commitment seems to be less than you originally thought.	<ul style="list-style-type: none"> <li>▶ “It seems like you don’t see the return on investment of hiring me. Can you remind me what your current situation is costing you, and the value to you if you solve it?”</li> </ul>
4	<b>“That’s exactly why you should hire me...”</b> Turn any perceived weakness into a strength.	<ul style="list-style-type: none"> <li>▶ “You don’t have enough time? That’s exactly why you should hire me...Working together, we will identify the best use of your time and you will be more productive than ever before.”</li> <li>▶ “I don’t have an MBA? That’s exactly why you should hire me. You have thousands of MBAs in your company and you have shared that things aren’t getting done. I bring a fresh perspective that will offer new ways of getting results.”</li> </ul>

#	Tactic	Examples
5	<b>Politely question how serious they really are.</b> Let the prospective client convince you that they are ready and willing to hire a coach.	<ul style="list-style-type: none"> <li>▶ “It seems like you have doubts about moving forward.”</li> <li>▶ “I’m a bit concerned. You shared with me how important it is to you to solve this challenge. You told me how much it is costing you and your organization, and how much it would mean to you to solve this challenge. Now I’m wondering how serious you really are about addressing it.”</li> </ul>
6	<b>Get a specific agreement about their decision process.</b> This is useful when the client tells you they need to think about it.	<ul style="list-style-type: none"> <li>▶ “If you don’t mind my asking, when might you have a decision?”</li> <li>▶ If you don’t hear from them at the agreed-upon time: “You told me you’d have a decision yesterday and I didn’t hear back. Should I assume you aren’t moving forward?”</li> </ul>
7	<b>Reassure.</b> Often the client is ready to hire you and only needs reassurance.	<ul style="list-style-type: none"> <li>▶ “I understand.”</li> <li>▶ “I am confident the process we discussed can get you to the goal you shared, and I’m delighted to work with you.”</li> <li>▶ Alternatively, silence can be the most reassuring response, if the client is sampling venting concerns.</li> </ul>
8	<b>Call it out up front.</b>	<ul style="list-style-type: none"> <li>▶ “Often when I first speak to a prospective client, they don’t have the money budgeted to work with me. But then, after we talk for a while, they find a way. If that happens here, can you tell me about how you would go about getting approval and finding the budget?”</li> <li>▶ “Just so you know, I launched my coaching practice last month, after 20 years of experience leading multi-national business units and significant training as a coach. Even still, I want to be sure that this won’t be an issue for you.”</li> </ul>
9	<b>Ask a question to open a new door.</b>	<ul style="list-style-type: none"> <li>▶ “May I ask how big a check you can sign?”</li> <li>▶ “What would be payment terms you can approve today?”</li> <li>▶ “How can we get all of the decision makers on a call to decide if you want to move forward?”</li> </ul>

## Worksheet to Handle *Your* Anticipated Objections

In the worksheet below, list all of the objections that you suspect a prospective client might bring up. Come up with your best response. Track results and keep testing new responses to find the best.

When the client says...	You reply...
<b>You are not/don't have X</b> (e.g., you are too young, too old, aren't located nearby, have the wrong background...).	▶
<b>Send me a proposal.</b>	▶
<b>I need to think about this.</b>	▶
<b>This is expensive.</b>	▶
<b>I don't have the time.</b>	▶
<b>I want to talk to some references.</b>	▶
<b>I don't have the money.</b>	▶
<b>I need to take this to my boss, and two other managers for them to review.</b>	▶
<b>Other:</b>	▶