Objection Worksheet

From video 005 · The Sales Call That Closes, Part 2

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"I'll think about it" rarely means that. Use this worksheet to prepare for the three objections you hear most, then practise them aloud twice before your next call.

THE 4-STEP METHOD

1 Barrier or stall?

A true barrier is a hard mismatch (e.g. they have no computer and your service needs one). Be honest and don't force it. Most objections are stalls: something still feels uncertain.

2 Find the true worry, then reframe

Ask: "That's fair. What specifically do you want to think through?" Agree the concern is reasonable, then connect it to a problem they told you earlier, in their words.

3 Ask a resolving question

"If the cost weren't a concern, is this what you'd want?" Or offer a smaller step: "If we started with a one-month trial, would that work?"

4 Ask again, then go quiet

"Shall we start with last month's records?" Then stop talking. Let them think.

WORKED EXAMPLE FROM THE VIDEO (illustrative, USD)

Objection	"Sixty dollars a month is a lot right now."
Barrier or stall?	Stall: the worry is cost, not a hard mismatch.
Reframe (their words)	"I understand. You told me you sold $8,000 last month and couldn't see where the profit went. If staff discounts alone are costing you even one percent, that's $80 a month. Would you agree that seeing that is worth more than what this costs?"
Resolving question	"If the cost weren't a concern, is this what you'd want?"
Smaller first step	Start with last month's records this week, or a one-month trial.
Ask again	"Shall we start with last month's records?" ... then silence.

KNOW WHEN TO STOP

Often one in five sales or more come after the first no. But if you've handled two or three objections and they're still unsure, don't push. Agree a specific next step with a date: "I'll call you Thursday at ten. Does that suit you?" Then follow up on time, opening with their problem, not "just checking in".

Your top 3 objections

Fill in one row per objection. Practise each aloud twice.

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Objection (their words)	Barrier or stall?	The true worry	My reframe (use their words)	Resolving question	Smaller first step
1	☐ Barrier ☐ Stall			Practised aloud: ☐ ☐	
2	☐ Barrier ☐ Stall			Practised aloud: ☐ ☐	
3	☐ Barrier ☐ Stall			Practised aloud: ☐ ☐	

TRACK TWO NUMBERS EACH WEEK

Goal for next call: ask for the sale at least twice before agreeing a follow-up date.

Week of	Calls	Times I asked for the sale	Asks per call	Closes after the first no	Follow-ups booked (day + time)