



Hey and welcome to this... **EXTREMELY POWERFUL...**

MILLION DOLLAR OBJECTIONS HANDLER & SALES CLOSING PDF

As you probably already know I have learnt from some of the very best SALES MASTERS on planet earth. People like Neil Rackhem who has studied 35,000 high ticket sales calls

I have done over 1000+ sales call and these are the most common objections clients have when selling over the phone. I have also closed many high-ticket sales using the closing techniques I share further down this document.

But first let me tell you a short story...

I did my first sales call while I was in Larnaca, Cyprus... And BTW just to inform you... I was the kind of kid at school who hated talking, reading and communicating in front of other people, naturally I am an introvert!

As many of you already know I have played professional football around the globe from the age to of 16 up until now.

From the age of 19 – 23/24 I was scared to speak over the phone to my agent.

Every time I spoke my him on the phone I would start suffering from anxiety. I used to absolutely hate it.

But back then in Cyprus I was told by my online business coach at the time to get on the phone to increase my sales conversions.

I had no script

I had no objections handlers PDF like I am handing to you...

But I did the call anyway and I have since never looked back!

“REAL FREEDOM & GROWTH LIES OUTSIDE OF YOUR COMFORT ZONE!

So, whenever you know that you need to do something to move your business forward and you feel FEAR! Do It Anyway!

FEAR = False Evidence Appearing Real!

And it only lasts for 15 seconds then it goes away!

Here are the objection handlers to help you increase your sales conversion rates and income!

OBJECTION #1

“How Much Time Do I Have To Decide On This & Think About it?”

“Is there anything SPECIFIC you need TIME to think about that we can discuss on the call right now NAME?”

This objection implies that there is something that they are not 100% sure about so they need time to decide.

You'll want to make sure you DIAL in and focus on this specific “problem or problems” that they are not sure about moving forward with.

It could be more than 1 objection they may be having problems with so you need to go into the DIAGNOSIS MODE again and figure this out and then close the SALE!

It will likely lead to the following answers:

“I need time to find the money and look over my finances.”

“I just don’t make decisions like this on the spot”

“I need to check with partner or spouse.”

Your Answers:

1) “When will you be looking over your finances?”

2) “When will you be going over everything, I have shared with you on the FREE STRATEGY call today so you can think about it?”

3) “Perfect. So, you will have spoken with your spouse/partner (or looked over your finances) by noon GMT tomorrow... Is that correct?”

I will follow up with you by noon GMT time tomorrow. After that the \$5k special strategy call DISCOUNT ends and you’ll have to pay the full general public price of \$10k if you want to get started in the future. Do you understand?”

OBJECTION #2

“I Don’t Have The Money Right Now!”

“Okay... well the reason you booked a call in first place was to scale your PROFITS, right?”

So, with that in mind we have special payment plans available for you.

Now I know EXACTLY how to help you SCALE from where you are now to [ENTERED DESIRED INCOME GOAL eg: \$100,000 / Month] so if you’re serious and you want my personal help, guidance, accountability and support + get access to a million-dollar education and INSIGHTS with the majority of the work DONE FOR YOU & \$5K KNOCKED OFF the general public price...

How can we make this work?”

THEN BE SILENT!

This objection implies that they either don’t have the full amount to get started and they either need a payment plan or some more time to get the funds together to get started.

Make sure you try to get a DEPOSIT amount on the call or failing that... explain the DEADLINE DATE on when they can get started with the discount offer and make it clear after that the price goes back up to it’s original price!

If they still can’t afford a payment plan down-sell them into your lower ticket offer! (e.g. \$97 per month offer) so you can get them into your value eco-system and then up-sell them at a later date after you have provided an insane amount of value to them compared to the low price they are paying!

OBJECTION #3

“I Want To Get Started But I Need To Make Some Money First!”

“Okay so tell me how you plan to make the money to get started?”

COMMON ANSWERS

(I plan to make some money from my job)

“Okay, when specifically, will you be able to have the investment to get started with the coaching program?”

(I plan to make the money with my business)

Okay “NAME” Let me get this straight.

You’ve told me you’re struggling with building your business in relation to [ENTER BIG CHALLENGE THEY ARE FACING e.g. TRAFFIC, LEAD GENERATION / APPOINTMENTS, SALES etc]...

...so your plan is to continue to do what has NOT been properly working for you or getting results for you... long enough to someday build up some money to invest in what will work and is already proven?

“Is that correct?”

THEN BE SILENT!

(Yeah you're right Sam, that's sounds a bit mad!)

So how can we make this work for you so you can fast track your success & results?

(I'm gonna sell some stuff and then I will get started)

Okay "NAME" what are you going to specifically sell and in what time frame?

These objections implies that the lead is unaware that what they have been doing has not been working so it's your job to make them understand the seriousness of the problem!

You'll then overcome this objection by figuring out a way for them to get started on the call via some kind of payment plan or adding a in a dead line for a follow up call for them to get started at the discount offer price.

OBJECTION #4

“Now Is Not A Good Time!”

“Okay I hear what you are saying but let me ask you a question...”

“When is it gonna be it be a good time for you to start putting the things you said to me previously on the call that are most important to you... into action so you can get (DESIRED END RESULT)”

This objection implies the lead is not ready to get started right now and there is something he/she is not 100% sure about! O

So it's your job to dig deeper and figure out what that is and then explain how your offer can help them fast track their success and get the results they desire while avoiding costly mistakes.

OBJECTION #5

“I Need To Check With My Partner / Spouse!”

“Okay “NAME”, that’s fine and I completely understand as it’s always important to talk things over with your partner.

Just to clarify are you 100% in and just need to get the “ALL CLEAR” from your partner / wife, husband?

Or is there something that’s holding you back from getting started today?

DIVE DEEPER INTO THE OTHER OBJECTIONS IF NEEDED

Awesome!

When specifically, will you be sitting down to talk things over with your partner?”

“Great. So you’ll have spoken with your spouse by [ENTER AGREED TIME]

Is that correct?”

“Cool, I will add you as a friend on Facebook now, I will shoot you a message on there tomorrow at [ENTER AGREED TIME] and I will hold special strategy call DISCOUNT PRICE / SAVINGS until then.

After that the special discount prices goes away. Is that clear?”

I am also more than happy to jump on a video call with your spouse to explain everything tomorrow if you want me to do that for you? 😊

If they agree to this... start the conversation by asking...

Hey “NAME”, what specific questions do you have about us helping your husband/wife....(ENTER DESIRE RESULT eg: *Scale their income and live a life of more FREEDOM*)?” and address their concerns and questions only.... while positioning you as the AUYTHORITY that can help them both move forward!

This objection implies they need to talk things over with their spouse to get the “ALL CLEAR” however it could be a deflection and this is where you’ll need to follow the script to figure out if they have any other objections they need to you to help them overcome.

OBJECTION #6

“Is There A Guarantee?”

“Explain your GUARANTEE

Example...

Yeah, we have a 30 / 90 / 180 days money back guarantee on the (COACHING PROGRAM NAME)

If you don't get X amount of clients over the next 30 / 90 / 180 day's I will continue to work with you until you hit your PROFIT GOAL so your success is virtually guaranteed if you move forward today!

Also keep in mind we are doing the ALL of the hard work for you which will massively fast track your success!

OR

you can simply get your money back and you get to keep all my mastery bonuses for FREE worth (\$XXXX!) so it's a better than risk free WIN – WIN situation for you!

To qualify you must show that you have completed the action steps and applied the method that we teach inside the program so you can get clients!

We also guarantee if you keep doing what you have previously been doing to build your build your business you will fail.

Now before we help you get started, I just want to make sure you understand that you should either commit to this 100%... with the attitude that this is going to work for you OR decide that it's not right for you at this time.

If it's not a good fit, that's totally ok... but if you're gonna come into this be coachable, take massive action and be accountable and it will work for you just like its worked for me and my previous students.

This objection implies that the customer / client doesn't really believe in themselves to apply themselves so you have to push them get them to believe that they can do it by getting them to COMMIT to themselves!

OBJECTION #7

“I’ve Bought Courses & Been In Coaching / Consulting Programs Before & Haven’t Got Results...

How Is This One Going To Be Different?”

“Yeah, I can definitely relate to that “NAME”.

I didn’t get any results during my first 12 months online and went into nearly \$20,000 worth of credit card debt buying courses and programs that didn’t live up to expectation or deliver on results.

So, with that in mind... with my coaching I have done my very best to systematize everything for you... so it’s very SIMPLE and step by step for you to follow along with specific action steps to take at the end of each module which massively increases the chances of you getting the results that you desire.

If you decide to get started with our DONE FOR YOU offer, we build and take care of ALL the tech work for you so you don’t have to!

We also leverage my special proven unique method called the “C.A.L.V.O Protocol which stands for “Client Acquisition & Lead Value Optimization!”

So, this program is very different to other ones out there as we teach you exactly how to move through each of the revenue levels systematically WITHOUT wasting time and energy working on the WRONG things that do not deliver consistent results! Everything will make more sense once you are on the inside of the program!

I am also going to be working directly with you where you'll get direct access to me to get your questions answered in real time + you'll get 1:1 personal coaching calls with me.

So, if you get stuck with anything just shoot me a quick SMS text, DM message on Facebook or book up a call on my calendar and we will solve any obstacle you may come up against.

Now if you're not making the money that you desire at the end of the coaching program, we will also continue to work with you until you are hitting you monthly income goal so it's not a matter of IF you will hit your income goal it's a matter of WHEN you will hit your income goal.

How does that sound?

One of my clients (NAME)... Got (X RESULT) In (Y TIME FRAME)

My other client (NAME) got (X RESULT) In (Y TIME FRAME)

And my client (NAME) achieve (X RESULT) In (Y TIME FRAME)

Did that answer your question?

Cool, so how can we make this work for you today?

This objection implies that they have some doubt and scepticism from being in past programs, so you have to demonstrate how this is different via a QUICK STORY and show them how your offer is better than all the other programs out there by sharing your unique mechanism / USP and student results / case studies to elicit social proof which is one of the psychological triggers that gets people to buy now.

OBJECTION #8

“Can I Still Do This If I’m Not Technical?”

“Yes absolutely.

If you decide to get started with my (ADD OFFER NAME – e.g. “90 DAYS “GET CLIENTS Accelerator” coaching program) where you will get access to my (Client Acquisition Accelerator course) we teach you step by step on EXACTLY how to set everything up correctly with SIMPLE tutorial videos showing you exactly how to set up you sales funnel, email marketing campaigns and traffic & lead generation campaigns

+

If you get stuck with anything just message me on the Facebook chat and me or one of my team members will sort it out for you so you have nothing to worry about when it comes to the technical side of the business!

With my (ADD OFFER NAME – e.g. DONE FOR YOU Infrastructure Build + Partnership Coaching Program which is 12 months we build EVERYTHING for you including...

- ✓ Help You Map Out Your Offer So It Becomes Irresistible**
- ✓ Build You a Custom Done For You Sales Funnel To Sell Your Offer Using Automation!**

- ✓ **Write 7 High Converting Done For You Emails To Plug Into Your Autoresponder Using Proven Professional Copywriting Strategies!**
- ✓ **Write 4 High Converting Ads For You!**
- ✓ **Map Out Your Mastery Bonus Pack!**
- ✓ **Give You Our Rolodex of Done For You Traffic Agency Vendors!**
- ✓ **Help You Map Your First 7 Strategical Content Pieces!**
- ✓ **Help You Find & Place A-Player Appointment Setter + Killer Sales Rep Inside Your Business So You Can Work In Your Zone Of Genius!**

So, ALL of the tech work is 100% DONE FOR YOU to help FAST TRACK your success.

We only have 5 spots available for this because of time, effort, work and sacrifice it takes to build all of this for you!

This objection implies that they struggle with doing the technical side of online marketing which a lot of people struggle with. So here you want to make sure you explain everything is very SIMPLE and also have a DONE FOR YOU component to your

business that eliminates their technical objection to help fast track their success!

OBJECTION #9

“I’ve Already Bought a Load of Courses / I Am Inside A Coaching Program Already But I Am Not Getting Results...”

Okay well you are obviously not happy with the results you are getting from the coaching program / courses you have purchased otherwise you wouldn’t have booked a strategy call with me... so tell me more about this?

What courses have you purchased / which coaching program are you in?

- 1) Couse XYZ**
- 2) Coaching Program XYZ**

Ok and what is there standard operating procedure method they are teaching you to do?...

What exactly are they telling you do to grow your business?

.....

Well (NAME), you must understand that the majority of courses and coaching’ programs out there are FLAWED.

Most courses leave a lot of information out which stops you from getting results that you desire. They also just leave you on your own to do everything yourself which

massively decreases the results of the person investing in the program.

And a lot of coaches teaching (*ADD INDUSTRY NAME e.g. online business*) are teaching without having gotten the end-result that their coaching clients actually desire. And more importantly they are unable to teach others to get results!

This is where my company is **DIFFERENT!**

My clients have made \$3.4M in rapid time!

Most coaches teaching “online business & marketing” do not have a deep understanding of direct response marketing and sales, so they are trying to teach something based off theory!

For you to get results I will personally be keeping you accountable + coaching you and I will do whatever it takes to help you get those results!

Does that answer your question? **“YES”**

Great, how can we make this work for you so we can partner together and grow your business in the fastest time possible?

This objection implies that they are willing to pay money for the result that you can help them achieve because they have spent money or are currently spending money on courses and coaching now but they are lacking results.

It's important to make them feel on the call that it's not their fault by placing the blame on the other course / coaching program they are currently in and only when they are inside

your coaching program and paying you should you start to dissect the chemical make-up of their brain to help set new initial conditions to improve their mindset and help them get results that they desire!

MASTERY STORY TELLING SALES **CLOSING STRATEGIES**

+ TRIAL CLOSES!



1) The “Scale” Close

In the “scale” close technique we are going to use a very powerful method that switches the sales psychology onto the lead by getting them to rate your offer on a scale of 1 – 10 with 1 being this isn’t for them and 10 being this might what they are currently looking for to help them achieve their income goals.

The Scale Close Example:

So “NAME” On a scale of 1 – 10 with 1 being this isn’t for you and 10 being this might what you are looking for to help you achieve your income goals so you can live a life of more FREEDOM where would you rate yourself right now?

If they answer 7 or above, ask...

“Cool... why such a high rating?”

The potential clients is then selling themselves and telling you all the BENEFITS of your own OFFER so when you ask for the sale using the partnership / commitment close I taught in module 4 it becomes an easy sell!

2) The “Money Is Good” Close

In this sales close you’re trying to get your audience to start thinking about money in a different way. The majority of people on this planet have real fear about spending money.

You’ll want to get them to understand that money is just a tool for exchange.

Explain to them that when they spend money to get something greater in exchange and investing in you or your products, services and coaching is an investment in themselves where they will make an ROI (*Return On Investment*)

The Money Is Good Close Example:

So “NAME” let me tell you short story.... Back when I was in school and college, they didn't teach me anything about money, business, finances or mastering my own mind.

I had to go out there into the real world and learn it all on my own through self-education, coaches and mentors....
Make sense?

When I was younger, I grew up on a very rough council estate / government housing a couple hours from London with my brother and my mum where there was huge FEAR around money because it was so scarce!

Now as soon as I started learning... by investing into courses and coaching from expert millionaires, I soon came to realise that money is just TOOL to help you get what you want in life by exchanging it for real value so you can make an ROI (Return On Investment) in the future!

However, most people out there, especially in our industry spend their money on things that rust, rot and depreciates in value but what you need to do is invest your disposable income into your business and your own brain so you can fast track your success and get to the next level.

Does that make sense?

Yes...

Great... So how can we make this work for you today?

3) The “Assumptive” Close + The Commitment / Partnership Close

In this “sales close” you are assuming the lead is going to get started with your offer using the commitment / partnership close

The Assumptive Close Example:

So “NAME” let’s get you started today where I can **PERSONALLY** help you get your access to **EVERYTHING** you need to success including **ALL** the mastery bonuses which you will get for **FREE** right now!

We will be partnering together and I will do whatever it takes to help you get **RESULTS FAST!**

You’ll be able to start going through the million-dollar education & insights and then we will start the scaling phase together where I personally help you achieve **[ENTER DEEP DESIRED END GOAL]**

All the hard & complicated **TECH** work is completely **DONE FOR YOU** so you don’t have to worry about it!

How does that sound?

4) The “Opportunity Cost” Close

This is a really powerful “sales close” using a special psychology hack called **FUTURE PACING!** By applying this you’ll get the potential customer / client on the phone or in the DM’s to truly understand the real cost of **NOT** joining your coaching program / buying your offer!

You'll want to make them think into the future by painting a picture of what life could be like if they buy your offer / get your coaching compared to a life of struggle, heartache, frustration and money worries if they stay in their current situation and do not buy now!

The Opportunity Cost Close Example:

So "NAME" I really want you to think about something called OPPORTUNITY COST!

What's the real cost of NOT doing this right now?

Is this program expensive, sure... because you get what you pay for! And when you pay... you pay ATTENTION, take massive action and get the RESULTS that you desire!

Yes... you're gonna get way more targeted leads,

Yes... you're gonna book way more qualified appointments.

Yes... you're gonna convert way more customers & clients in to high-ticket sales &

Yes... you're gonna make A LOT more money and SCALE your business compared to the cost to join but do you know what's better than all of that?

The FREEDOM that this will give you so you can spend more time with your family and loved ones and the positive knock-on effect that it will have on...

Your Life!

Your Success!

Your Confidence

Your Profits & Income

Your Impact!

Your Health &

Your Relationships!

But here's the thing... this doesn't even compare to the cost of you not joining & going through this coaching program.

If I can help you get just 1 or 2 high-ticket clients (*Which is easily possible...When I first opened my coaching program I made \$100k with ZERO PAID ADS in rapid time and helped my Clients make \$3.4M because what we teach just simply works*)... then those two high ticket sales that I will help you make completely pays for the cost to join and then the rest is pure profits for decades to come!

And what about in 1 year, 3 years 5 years or even 10 years into the future?

Even if you follow my training and mess all this up and only make \$100,000 in your first 12 months wouldn't that be worth the price of the coaching program today?

Of course it would!

X that by 3 years and that's \$300,000 in lost revenue

X that by 5 years and that's \$500,000 in lost revenue

The cost of you NOT joining today is exponentially more than the money you are paying! PERIOD!

The cost of you not joining right now to solve your problems and get the things you deeply desire is absolutely MASSIVE compared getting started inside my coaching program right now when you look back at the end of your life.

Does that make sense?

5) The “Hard Deadline” Close

The Hard Close is a technique that means your company / organisation “closes the offer” after a set time or drastically increases the price so if the clients wants to get started in the future, they either miss out or have to pay a lot more.

A hard close can be every month or quarter, or even at the end of the year. Hard closes can help sales reps make last-minute deals with prospects that are lingering near the end of the sales cycle.

Since the hard close is outside the sales reps' control, it creates a deadline for a decision to be made which creates real SCARCITY which is 1 of the 6 psychological triggers of influence!

Often, a sales manager will also throw in a couple of incentives & EXTRA BONUSES to sweeten the deal and encourage a close when approaching a hard close deadline.

This close works best AFTER you have got some great client wins and case studies under your belt

It's best to send it in the DM's via a PERSONAL VIDEO MESSAGE to prospects that we're on the fence to buying but for some reason did not make the purchase on the call!

The Hard Deadline Close Example:

“Hey (NAME), just letting you know, we are upping the price for (OFFER NAME e.g. “90 Days GET CLIENTS Accelerator” coaching program) because our students are getting insane results and the price right now compared to what you are getting access to is just simply too cheap!”

After that, we move to the new pricing / product / package plans of (\$XXXXX)

Would you like to take advantage of the discount prices plan we put together before the deadline?”

6) The “Break Old Habits” Close

The aim for this close is to get your audience / leads / prospects to realize their old habits are not serving them well.

And that if they leave the sales call or the webinar today without investing, they will go back to their normal daily lives struggling in their existing business or get stuck in the matrix of the 9 – 5 rat race and nothing will change.

The Break Old Habits Close Example:

“Listen “NAME” if you don't get started today you're

gonna keep struggling to get (SOLUTION TO BIG PROBLEMS eg: TRAFFIC, LEADS, QUALIFIED APPOINTMENTS AND SALES] and tomorrow your gonna wake up and fall back into your old habits that you have just told me on the call is not getting you the results that you desire!

Einstein said the definition to insanity is doing the same thing over and over again and expecting to get a different result!

So, if you really want the things that you desire like [ENTER BIG EMOTIONAL DESIRES e.g. FREEDOM, TRAVEL, BETTER HEALTH, BETTER REALATIONSIPS, PROFITABLE ONLINE AUTOMATED BUSINESS] then sooner or later you're going to have to make the decision to try something new and different.

Wouldn't you agree?"

"YES"

"So how can we make this work for you?"

7) The "Magic Question" Close...

This close makes the decision about gaining what they want in life, not about getting started with your OFFER / COACHING program.

REMEMBER: They are not making a DECISION to work with you or "buy your OFFER / SERVICE, they are making a

DECISION on whether or not they want to stay stuck where they are or move forward and gain the things in life they really want like FREEDOM, a profitable CASH FLOW business that's automated, TIME freedom, LOCATION & TRAVEL freedom etc by INVESTING IN THEMSELVES!

The Magic Question Close Example :

“Listen “NAME”, the REAL decision you are making today isn't whether to get started with my coaching program or with anyone else out there. That's irrelevant...

The REAL decision you have to make TODAY is whether, or not, you are ready to commit to (*having the things they said they wanted to have in their business and/or life*), or whether, or not, you want to continue... (*having all the problems and challenges they just told you they had*).

THAT'S the REAL DECISION you are going to be faced with, until you are ready to make a change and go 100% ALL IN, no one can help you.

You've just got to take a leap of faith and go for it with everything you got.

Does that make sense?”

“YES”

“So how can we make this work?”

8) “I Don’t Care” Close

This close takes away all **SALES PRESSURE RESISTANCE** and gets the client to understand that life will be no different for you if they don’t get started today but could potentially life changing for them if they do move forward!

When you have an attitude of it not being a big deal... getting the sale or not... some weird thing happens in the universe, and you actually make way more sales!

Never be desperate on a call.

Talk to your prospect as a friend and be there to genuinely help them overcome their big problems!

On sales calls IMAGINE you are a billionaire!

Would it really make a difference if you made a sale of \$5k - \$10k? Probably not, right!?

Reduce all NEED & PRESURE around the sale and don’t come across and desperate or needy! Prospects smell it a mile away and do not buy!

“I Don’t Care” Close Example:

“Listen “NAME”... This investment of [\$1,997 / \$4,997 / \$9,997] is NOT about me!

Whether you make this investment today or not will literally have zero impact on the quality of my life.

I'm not going to eat anything different for dinner tonight, I'm not going to change the way I dress. I'm not going to buy a new car.

The monetary side of things means absolutely zero to me.

I'm already successful at this online business stuff and I have X number of qualified appointments with serious high-ticket clients booked in my calendar for the rest of the day!

But the difference when you invest in yourself today is...

This could mean EVERYTHING for you and if you follow what we teach inside the coaching program, then it's potentially life changing for you and your FAMILY!

And by now you already know it can change the quality of your life!

Even if you bugger all this up and make an extra \$100,000 within next 12 months would that be worth getting started today for only (ADD OFFER PRICE e.g. \$1,997, \$4,997, \$9,997?

“Yeah, that does make sense!”

Great, would you like me to help you get started?

SALE IS MADE! \$\$\$