

# AUDIT YOUR OBJECTIONS: FIND THE ROADBLOCKS KILLING YOUR SALES

YOU CAN'T FLIP WHAT YOU CAN'T SEE.  
START BY NAMING THE OBJECTIONS THAT STOP YOU COLD.

ROADBLOCKS

## INSTRUCTIONS:

Every solopreneur hears the same handful of objections on sales calls. Most freeze up, wing it, or back down. The first step to mastering objections is simple: **get them out of your head and onto paper.**

Today's worksheet will help you track, categorize, and prioritize the objections you face most often — so you know exactly what you're up against.

## THE GUIDE:

### STEP 1:

Recall Your Last 5 Calls

Fill in the blank:

In my last 5 calls, I heard objections about \_\_\_\_\_.

Example: "price, timing, trust, "already working with someone."

### STEP 2:

List the Exact Words

Fill in the blank:

One prospect said:  
"\_\_\_\_\_."

Example: "I'd love to, but it's just too expensive right now."

### STEP 3:

Spot the Pattern

Fill in the blank:

The objection I hear most often is \_\_\_\_\_.

Example: "I need to think about it."

### STEP 4:

Categorize by Type

Multiple choice:

This objection is mainly about...

- ☐ Price (too expensive, no budget)
- ☐ Timing (not now, maybe later)
- ☐ Trust (not sure you/this will work)
- ☐ Authority (need partner/boss approval)
- ☐ Other: \_\_\_\_\_

### STEP 5:

Frequency Check

Fill in the blank:

Out of 10 calls, I hear this objection about \_\_\_\_ times.

### STEP 6:

Secondary Objections

Fill in the blank:

Two other common objections I hear are:

- 1.
- 2.

### STEP 7:

Emotional Trigger

Fill in the blank:

When I hear this objection, I usually feel \_\_\_\_\_.

Example: "frustrated, defensive, nervous, powerless."

### STEP 8:

Impact on My Close Rate

Fill in the blank:

If I could overcome this objection consistently, I'd close \_\_\_\_% more deals.

Example: "20% more."

### STEP 9:

Rank Top 3

Fill in the blank:

My top 3 objections in order are:

- 1.
- 2.
- 3.

### STEP 10:

Commit to Focus

Fill in the blank:

For this sprint, I will focus on flipping objection #1:  
\_\_\_\_\_.

## Why It's Important:

Most entrepreneurs treat objections as random. They're not. They're patterns. Once you identify the top 2–3 roadblocks, you can build scripts that crush them every time. This step turns "surprises" into predictable situations you're prepared for.

You've identified the objections that are killing your sales.

Tomorrow, we'll **deconstruct what those objections really mean** — because the words they say aren't the real problem.

Want me to personally help you flip objections into closers? Book a free strategy session here:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)