

TURN OBJECTIONS INTO CLOSING TOOLS

WHEN YOU KNOW THE FEAR BEHIND THE WORDS, YOU CAN FLIP IT INTO BELIEF.

CLOSING TOOLS

INSTRUCTIONS:

Yesterday, you uncovered the **real fears** hiding behind objections.

Now it's time to build **scripts** that flip those fears into confidence.

Your script isn't about arguing. It's about showing your prospect you understand them, reframing the risk, and guiding them toward "yes."

By the end of this worksheet, you'll have objection-flip scripts you can use on your next call.

THE GUIDE:

STEP 1:

Write the Objection

Fill in the blank:

The objection is:

"_____."

Example: "It's too expensive."

STEP 2:

Restate the Fear

Fill in the blank:

The fear behind it is:

"_____."

Example: "Scared of wasting money and it not working."

STEP 3:

Start With Empathy

Fill in the blank:

Script opener: "I totally get it. A lot of people feel [FEAR] before they start."

Example: "I totally get it. A lot of people feel nervous about spending money when they've been burned before."

STEP 4:

Normalize the Concern

Fill in the blank:

Script line: "Honestly, [OBJECTION] is one of the most common concerns I hear."

Example: "Honestly, budget is one of the most common concerns I hear."

STEP 5:

Reframe With Value

Fill in the blank:

Script line: "But the real question isn't [OBJECTION]. The real question is [OUTCOME]."

Example: "But the real question isn't the price. The real question is whether this will finally give you consistent clients."

STEP 6:

Add Proof/Story

Fill in the blank:

"One client I worked with was in the same spot. They said [OBJECTION], but after [RESULT], they realized [INSIGHT]."

Example: "One client said this felt expensive, but after we filled their calendar in 30 days, they realized the cost was nothing compared to the gain."

STEP 7:

Reduce Risk

Fill in the blank:

"And to make this risk-free, I offer [GUARANTEE/RISK REVERSAL]."

Example: "And to make this risk-free, I offer a 30-day Love It or Leave It guarantee."

STEP 8:

Close With Confidence

Fill in the blank:

"So knowing that [RISK REMOVED], do you feel ready to move forward?"

STEP 9:

Draft the Full Script

Fill in the blank:

Put it together:
Empathy → Normalize → Reframe → Proof → Risk Removal → Close

(Example full script is written out with all steps combined.)

STEP 10:

Commit to Practice

Fill in the blank:

I will practice this script _____ times before my next call.

Example: "5 times out loud."

Why It's Important:

Objections don't kill deals. Weak responses do. By flipping objections into proof and confidence, you turn your biggest roadblocks into your strongest closers.

You just created your first objection-flip script.

Want me to help you build objection-flip scripts that close more deals? Book a free strategy session here:

square1grp.com/brainstormsession

Tomorrow, we'll **roleplay and refine it** so it sounds natural and flows smoothly on a live call.