

DAY 1—AUDIT YOUR “I NEED TO THINK ABOUT IT” REALITY

THIS OBJECTION ISN'T RANDOM. IT'S SHOWING YOU EXACTLY WHERE YOUR SALES PROCESS BREAKS.

THE REALITY

HOW TO USE THIS WORKSHEET

Most people treat “I need to think about it” like a personality flaw in the prospect or a timing issue they can't control. That's a lie.

This worksheet forces you to stop rationalizing and actually audit how often this objection shows up, when it shows up, and what you did right before it appeared.

Pull your last 30–60 days of calls before you start. Memory will lie to you. Data won't.

THE WORKSHEET:

1. Look at your recent sales conversations

Fill this in with real numbers. Total sales calls taken:

Calls that ended with “I need to think about it”: _____

Now calculate: (“Think about it” calls ÷ Total sales calls) × 100 = _____ %

If this number is above 25%, this is not a coincidence. It's a process issue.

2. When does the objection usually appear?

Choose the most accurate answer.

- Right after price is mentioned
- Near the end of the call
- After questions about implementation
- After discussing timing
- After discussing commitment
- At random points (which usually means you're not controlling the call)

Timing tells you what's actually triggering it.

3. Who says it most often?

Pick the pattern you see most.

- Warm inbound leads
- Cold leads
- Referrals
- Price shoppers
- “Nice but hesitant” prospects
- People who were never qualified properly

This reveals whether the issue is lead quality or call control.

4. What type of offer gets this objection most?

Choose one.

- Low-ticket offer
- Mid-ticket offer
- High-ticket offer
- Payment plan option
- All of them

If it's all of them, the offer isn't the problem.

5. What usually happens after they say it?

Be honest.

- I reassure them
- I discount
- I over-explain
- I say “no problem” and follow up later
- I try to close harder
- I let the call end with no next step

What you do here trains future behavior.

6. How often do these deals actually close later?

Fill this in.

Deals that later close after “thinking about it”: _____

Deals that never close: _____

If most never close, this objection is a soft no you're misreading.

7. What do YOU assume when you hear this objection?

Finish the sentence honestly.

“When someone says ‘I need to think about it,’ I assume they _____.”

Examples:

- aren't ready
- are price sensitive
- need time
- are stalling
- are polite

Your assumption shapes your response.

8. Look at your last 5 “think about it” calls

Fill this table in.

Call	Offer	Price	Objection Moment	What You Said Next
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____
5	_____	_____	_____	_____

Patterns will jump out if you don't rush this.

9. What feels hardest when this objection comes up?

Choose the real answer.

- Fear of being pushy
- Fear of losing the deal
- Not knowing what to say
- Worry about sounding salesy
- Lack of confidence in price
- All of the above

This is where control breaks down.

10. Finish this sentence

This is the key takeaway from today.

“My prospects say ‘I need to think about it’ because I _____.”

Examples:

- don't create urgency
- don't anchor value clearly
- don't control the decision moment
- don't qualify deeply enough
- don't lead the conversation

Write yours: _____

Why This Matters:

“I need to think about it” is not the problem. It's the **symptom**. It shows up when value is unclear, urgency is missing, or the decision moment is weak. Today you stopped blaming prospects and started identifying where your process breaks down. Tomorrow we'll decode what this objection actually means when prospects say it—and when it's real versus a polite stall.

If you want help fixing objections at the system level instead of chasing deals after the call:

<https://square1grp.com/brainstormsession>