

DAY 2 — DECODE WHAT “I NEED TO THINK ABOUT IT” REALLY MEANS

THE WORDS ARE POLITE. THE MEANING IS NOT.

THE MEANING

HOW TO USE THIS WORKSHEET

“I need to think about it” is rarely literal. It’s shorthand. A placeholder. A socially acceptable way to avoid discomfort.

Today’s job is to stop responding to the words and start diagnosing the underlying hesitation that created them. This worksheet trains you to hear the signal, not the sentence.

THE WORKSHEET:

<p>1. When a prospect says “I need to think about it,” what’s usually missing?</p> <p>Choose the most accurate answer.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clarity on the problem <input type="checkbox"/> Confidence in the solution <input type="checkbox"/> Confidence in themselves <input type="checkbox"/> Trust in you <input type="checkbox"/> Urgency <input type="checkbox"/> Authority <input type="checkbox"/> Alignment on next steps <p>Whatever’s missing becomes the objection.</p>	<p>2. Identify the FOUR real meanings behind the objection</p> <p>Read each and check the ones you recognize.</p> <ul style="list-style-type: none"> <input type="checkbox"/> “I don’t fully understand the value yet.” <input type="checkbox"/> “I’m not convinced this is the right solution.” <input type="checkbox"/> “I don’t trust myself to follow through.” <input type="checkbox"/> “I don’t feel pressure to decide now.” <p>Most calls only suffer from one. You treat all four the same.</p>	<p>3. Match the objection to the behavior you see</p> <p>Connect what they say to what they do.</p> <p>They ask detailed questions but don’t decide → _____</p> <p>They agree with everything but hesitate → _____</p> <p>They say timing is off → _____</p> <p>They say they want to review options → _____</p> <p>Fill in the meaning from #2.</p>	<p>4. What question do you usually ask next?</p> <p>Be honest.</p> <ul style="list-style-type: none"> <input type="checkbox"/> “What do you need to think about?” <input type="checkbox"/> “Does that mean no?” <input type="checkbox"/> “Can I answer any questions?” <input type="checkbox"/> “No problem, take your time” <input type="checkbox"/> I don’t ask anything <p>Most of these make the objection stronger.</p>	<p>5. Which version of the objection do you hear most?</p> <p>Pick one.</p> <ul style="list-style-type: none"> <input type="checkbox"/> “I just want to think about it” <input type="checkbox"/> “I need to talk it over” <input type="checkbox"/> “I want to review my options” <input type="checkbox"/> “I need to look at the numbers” <input type="checkbox"/> “I’m not ready yet” <p>Each one requires a different response.</p>
<p>6. Look at your last stalled deal</p> <p>Answer this without defending yourself. What did they actually hesitate on?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Price clarity <input type="checkbox"/> Outcome clarity <input type="checkbox"/> Implementation clarity <input type="checkbox"/> Time commitment <input type="checkbox"/> Risk <input type="checkbox"/> Trust <p>Check the real hesitation.</p>	<p>7. What are you afraid to say in that moment?</p> <p>Pick the uncomfortable truth.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ask for the decision <input type="checkbox"/> Challenge the hesitation <input type="checkbox"/> Name the stall <input type="checkbox"/> Create urgency <input type="checkbox"/> Risk losing the deal <p>Your fear hands control to the prospect.</p>	<p>8. Reframe the objection internally</p> <p>Finish this sentence.</p> <p>“When someone says ‘I need to think about it,’ I should hear _____.”</p> <p>Examples:</p> <ul style="list-style-type: none"> • “I’m not convinced yet” • “I don’t see urgency” • “I’m unsure this will work for me” <p>Write yours:</p> <p>_____</p>	<p>9. Identify the ONE meaning you will address first</p> <p>You cannot fix all four at once.</p> <p>The meaning I will address is: _____</p> <p>This gives you focus.</p>	<p>10. Finish today’s insight</p> <p>This locks it in.</p> <p>“The objection isn’t the problem. The real issue is _____.”</p> <p>Examples:</p> <ul style="list-style-type: none"> • lack of urgency • lack of clarity • lack of leadership • lack of confidence <p>Write yours:</p> <p>_____</p>

Why This Matters:

When you treat every “I need to think about it” the same, you fail most of the time. When you understand what it actually means, your response becomes precise instead of polite. Tomorrow we’ll expose the exact moments in your call that create this objection so you can prevent it before it ever comes up.

If you want help diagnosing and neutralizing objections before they kill deals:

<https://square1grp.com/brainstormsession>