DAY 3 — IDENTIFY THE MOMENTS YOU CREATE THE OBJECTION

PROSPECTS DON'T HESITATE OUT OF NOWHERE. YOU LEAD THEM THERE.

THE OBJECTION

HOW TO USE THIS WORKSHEET

By now you should be clear on one thing: "I need to think about it" didn't appear randomly at the end of the call.
It was built—slowly—through specific moments where you lost control, skipped steps, or failed to lead.

Today you're identifying those moments. This worksheet is uncomfortable because it removes the illusion that objections are caused by price, timing, or the prospect's personality.

THE WORKSHEET:

1. Where does control usually slip in your calls?

Choose the closest match.

- ☐ At the beginning
- ☐ During discovery
- ☐ When transitioning to the offer
- ☐ When discussing price
- ☐ At the decision moment
- ☐ Throughout the entire call

Objections show up where leadership disappears.

2. Which of these do you do too early?

Check the one that applies most.

- ☐ Explain the solution
- ☐ Explain the price
- ☐ Talk about implementation
- ☐ Talk about yourself
- ☐ Talk about features
- ☐ Talk about logistics

Explaining before diagnosing creates hesitation.

3. Which of these do you do too late?

Check one.

- ☐ Establish authority
- ☐ Clarify the real problem
- ☐ Define success
- ☐ Create urgency
- ☐ Set expectations
- ☐ Frame the decision

Late framing produces late objections.

4. Do you ever ask permission to lead the call?

Be honest.

- ☐ Yes
- ☐ Sometimes
- ☐ No

When you don't lead, prospects default to hesitation.

5. What happens right before you mention price?

Pick the most accurate answer.

- ☐ I jump straight to price
- ☐ I recap value quickly
- ☐ I ask if they're interested
- ☐ I test commitment
- ☐ I hope they're ready

Price without a decision frame invites delay.

6. Which of these mistakes feels most familiar?

Choose the uncomfortable truth.

- ☐ Letting the prospect ramble
- ☐ Chasing surface-level problems
- ☐ Failing to name the real bottleneck
- ☐ Not summarizing impact
- ☐ Not anchoring cost of inaction
- ☐ Not clearly asking for the decision

That mistake is your objection factory.

7. Look at your last "think about it" call

Answer this clearly. What decision did the prospect not feel ready to make?

- ☐ Start now
- ☐ Choose you
- ☐ Commit to change
- ☐ Spend the money
- ☐ Own the problem

You didn't prepare them for that decision.

8. Identify the exact sentence you avoid saying

Fill this in honestly.

"I avoid saying _____ because I'm afraid it will _____."

Examples:
- "I'm afraid it will sound pushy"
- "I'm afraid I'll lose the deal"
- "I'm afraid they'll say no"

This avoidance creates stalls.

9. Rewrite the moment you lost control

Finish this sentence the way it should have been said.

"Based on everything we discussed, the next step is _____."

Write yours:
_____

This sentence prevents hesitation when used correctly.

10. Lock in today's realization

Finish this sentence.

"I create 'I need to think about it' when I _____."

Examples:
- fail to lead
- fail to frame the decision
- fail to create urgency
- fail to ask for commitment

Write yours:
_____

Why This Matters:

Objections aren't resistance. They're confusion.
And confusion is caused by lack of leadership at key moments. Today you identified exactly where you stop leading and start hoping. Tomorrow, we install an objection-prevention system so this objection becomes rare instead of routine.

If you want help rebuilding your sales calls so objections are prevented instead of handled after the fact:

https://square1grp.com/brainstormsession