DAY 4 — INSTALL AN OBJECTION-PREVENTION SYSTEM

THE BEST WAY TO HANDLE "I NEED TO THINK ABOUT IT" IS TO MAKE IT UNNECESSARY.

OBJECTION-PREVENTION SYSTEM

HOW TO USE THIS WORKSHEET

By now you should see the pattern clearly: The objection shows up when the decision isn't framed, the urgency isn't real, the leadership isn't clear.

Today you're installing a **repeatable call structure** that reduces hesitation before it ever appears.
This is not about clever rebuttals.
This is about engineering clarity.

THE WORKSHEET:

1. Define the ONE decision your call is designed to create

Every sales call must point toward a single decision. Finish this sentence:

"The purpose of this call is for the prospect to decide
_____."

Examples:
- whether to move forward now
- whether this problem is worth solving
- whether I'm the right person to help

Write yours: _____

If you can't name the decision, the prospect won't make one.

2. Choose your decision framing style

Pick the one you will use consistently.

- ☐ Binary decision
- ☐ Yes / No decision
- ☐ Now / Later decision
- ☐ Move forward / Don't move forward

Your choice:
_____

Open-ended calls create open-ended objections.

3. Install the "decision preview"

Template:

"By the end of this call, we'll decide
_____.
Sound fair?"

Write your version:
_____

This removes surprise at the end.

4. Anchor the cost of inaction

Hesitation thrives when inaction feels safe. Finish this sentence:

"If nothing changes, the cost of staying where you are is
_____."

Examples:
- lost time
- missed revenue
- continued frustration
- wasted effort
- Write yours:

No urgency = no decision.

5. Install the commitment check

This happens before price is mentioned.

Template:
"If we can solve
_____, are you open to moving forward?"

Write your version:
_____

This prevents fake interest.

6. Define your price delivery rule

Choose the standard you'll follow.

- ☐ Price is shared only after commitment
- ☐ Price is framed after value recap
- ☐ Price is tied to the decision moment
- ☐ Price is never dropped casually

Your rule:
_____

Random pricing invites hesitation.

7. Write your decision-moment close

This is not pushy. It's clear.

Template:
"Based on everything we discussed, the next step is _____. Are you ready to do that?"

Write yours:
_____

If you don't ask, they stall.

8. Install your "no-stall response"

When someone still hesitates, you don't chase.

Template:
"Totally fair. Before we pause, what specifically needs clarity for you to decide?"

Write your version:
_____

This forces specificity.

9. Define your stall boundary

Fill this in and mean it.
"If the prospect cannot decide after _____, I will _____."

Examples:
- end the call cleanly
- schedule a decision follow-up
- disqualify respectfully

Write yours:
_____

Boundaries reduce endless follow-up.

10. Lock the system

Finish this sentence.

"I don't lose deals to 'I need to think about it.' I lose them when I fail to lead the decision."

Signed:
_____

Date:
_____

Why This Matters:

"I need to think about it" isn't resistance. It's uncertainty. And uncertainty disappears when the call is structured, the decision is previewed, and leadership is consistent. You don't need better objections handling. You need better call design. This worksheet installs that design.

If you want help installing this objection-prevention system into your actual sales calls, scripts, and follow-up:

https://square1grp.com/brainstormsession