

Transforming a “Problem” Into Possibility: Scripts for “I can’t afford it” And Other Common Concerns

“I can’t afford it / I don’t have the money”

“Can I ask you a question? If the investment were not a question, is this something that you’d like to do?”

If they say YES wholeheartedly, then money IS really a concern. You can choose to work with that by helping them with a payment plan, or coaching them on ways they can find the money if they really want it. When you are coaching people to find the money DO NOT pursue the subject further unless they make a commitment to moving forward with you.

“Would you be open to brainstorming ways in which you could find the money?”

“If you had to come up with the money tomorrow, what would you do?”

If they say “Yes” hesitantly... then it really isn’t the money and is something else. And you are at a choice point.

Do you *really* want to have this person in your world?

Remember, this person will take up valuable *space* in your world – in your heart, thoughts, and inbox. After uncovering and establishing value, if they’re still not a whole-hearted YES... they might not be a fit. You deserve to have clients value you and the expertise you’re bringing to them.

Go back to your ideal client checklist.

“So tell me what’s going on for you. Because if it’s not about the money, what is it?”

“Why’d you come to the call in the first place?”

“It’s not the right time”

“I’m curious... when you say it’s not the right time, what do you mean by that? Why is it not the right time?”

“Then when would the right time be?”

“You and I both know that it’s never a good time.”

“I heard you say that getting this solved was a 10 on the scale of 1-10. But now you’re saying it’s not the right time. So which is it?” (Revisit the scale of 1-10.)

“No problem. Take all the time you need. Just understand that after our call today, the fast action savings will disappear.”

“I have to think about it.”

“May I ask you a question about that? What is it that you have to think about?”

This is a perfectly reasonable question to ask, especially after you’ve determined that it’s a fit.

There is something else holding them back that they need coaching and support on.

“What else do you need to know in order to make your decision?”

“I don’t have the time”

“Can I ask you a question about that? If I waved a magic wand and created all kinds of time in your schedule, is it something you’d want to move forward with?”

“In order to say YES to [the result you want], what would you have to say no to?”

“What would life be like if you chose [the results]?”

“I heard you say that getting this solved was an 8 on scale of 1-10. But now you’re saying it’s not the right time. So which is it?”

“I need to check with my partner/spouse”

“I hear that you need to check with your spouse. Let me ask you, have you decided and you just need to bring your spouse in on the decision, or have you not decided?”

“I hear you I talk to my spouse about major decisions as well. Ultimately this is your decision. Is this something that you haven’t yet decided, OR have you decided and you need to get their approval because you’re truly in a partnership?”

Coach on whatever comes up. If they still need to speak with their spouse, that’s OK. Do this:

“When can you speak with your spouse?”

“Great. I’d like to take your registration information right now. If there is anything that you discover from your conversation that changes your decision, no problem; I won’t run your card. Just let me know by [X] time tomorrow. Otherwise I’ll process your registration and I’ll send you all the welcome info!”