High-End Program Advantage

When someone brings up a money concern (objection), one of the most respectful ways to support your client, is to be respectful by asking this question first: *"May I ask you a question about that?"*

You can then follow up this question by asking: *"If money were not a consideration, is this something you'd like to do?"*

If they say yes, ask: *"So tell me about the money."* (Remember, you want to get THE STORY that they tell themselves.)

As they are telling their story, do these 4 things:

1. Frame.

- Get clear that this is a STORY and they've been living with it for a while.
- While it may be accurate, and may be true to their experience, it is not THE TRUTH.

2. Listen.

- Listen for what they are saying on the surface.
- Listen for what they are REALLY saying.

3. Notice.

- Notice what's going on with you. Are you expanding? Contracting? Buying into it?
- Tell yourself: "They are on the verge of a breakthrough."

4. Ask.

- *"May I share what I'm hearing?" "I'm hearing you say XYZ. I'm sensing that underneath that is PDQ." "Are you open to a course of action here?"*
- Always ask for SOMETHING. (Ask them to find the money or ask if it is OK you follow up in 3 months)
- Determine whether you should ask them to take a pretty uncomfortable course of action by asking yourself this: *Will this leave them more empowered, or less empowered?*

Above all, do NOT believe what you "see" in front of you – always assume you know nothing and ask questions to get more information.