

PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

Achieve Remarkable Business Results

The Step-by-Step Marketing System
to Help Grow Your Natural Therapy Business

Step 04
Client Conversion Made Easy

Module 04C

How to Overcome Objections & Secure the Client

Table of Contents

Introduction	3
Overview	4
The Preparation Phase	4
Expect and Plan	4
Practice. Practice. Practice.	5
Believe.....	5
The Easy Option Two Step	5
Being Confident Charging for Your Services	6
Why We Are Healers & Why We Have Problems with Money	7
How to Handle Objections.....	9
Step 1 – Acknowledge	9
Step 2 – Use “The Magic Question”	9
Step 3 – Address and Deal with the Objection	10
Critical Success Factors for Overcoming Objections	16
Get Permission.....	16
Challenge / Hold to Higher Standards	16
Tap Into the Pleasure and Pain.....	16
Speak from Experience (Professional Posture).....	16
Act As If You Have Been Treating the Person for Six Months	16
Make the Decision Together	17
Say What Comes to Mind	17
Always Get the Next Appointment Scheduled	17
Get Payment and Solidify the Agreement Immediately	17
Offer Free Subscription to Your Newsletter	18
Don’t Stress or Over Think.....	18
Accept Some People Will Say No.....	18
Celebrate and Focus on the People That Say ‘Yes’	18
Summary	19
Gratitude Sheets	20

Introduction

Dear Therapist,

This is the last class in the client conversion module. This class is the most important for you to understand and implement because it is the class that gets you over the line and secures the client you have worked so hard to get.

I know that once you master the techniques in this workbook, the number of people who become your client will increase dramatically! **Remember, the focus of all your marketing efforts, essentially everything you do to grow your business, is for the purpose of securing and conducting Two for One Sessions.** And an important part of the Two for One Session is being able to address the questions, concerns and objections of the prospective client.

The good news is that if you follow the structure I provide for doing Two for One Sessions, you will get far fewer objections than you are probably getting now. In addition, the objections you do receive will be far less potent and much easier to overcome.

The reason is because when you follow the Two for One Session structure, the potential client has really felt and experienced the pleasure of achieving whatever it is that you offer. The person also understands what will happen to their health if they do not go ahead and become a client. Do not underestimate the power of these feelings as you prepare to overcome objections. You have created a foundation, so if a prospective client objects, you can reconnect them with these feelings and uncover what is really holding them back.

In this class you will learn:

- That there are fewer objections than you probably think! There are only about seven that you will ever hear.
- The "Magic Question" that you can use for every single objection.
- How to get the prospect to invite you to "sell them."
- Exactly how to handle the dreaded money objection.
- How to uncover the person's true issue or concern.
- The critical success factors for handling every single objection.

Simply follow these guidelines and practice!

Be Remarkable



abz charge x x

Overview

So, you have followed the recommended structure of the Two for One Session. Your treatments have provided value. You have painted a picture of how much better the person's health and wellbeing could be if they work with you and how things probably won't improve if they don't do something differently. You have established a connection and you really think the person would benefit from your treatments. So you ask the question...

"Would you like to come back for continuing treatments?"

And what does the person say?

A few people will say, "Yes!" on the spot. More often than not, however, people will respond with questions, concerns, challenges, fears and objections. I call this the "Moment of Truth." You will need to use some coaching skills to uncover their true concerns, answer their questions and help them make the best possible decision.

There are two phases to handling objections:

1. The preparation you do now.
2. The steps you follow in the Moment of Truth when you get an objection.

This class outlines exactly how to prepare and then how to overcome virtually every objection there is.

The Preparation Phase

There are three main components for preparing to receive and overcome objections. As with the entire Abundant Private Practices Practice Building Success System, do not let the simplicity fool you. These three foundational steps are incredibly important as they help strengthen the "Professional Posture" that is so important for your success.

Expect and Plan

People may tell you that expecting a negative is making it a reality, so don't expect to get objections. I disagree! In fact I think it's quite the opposite. If you are prepared for objections, then you won't get them. But if you have something unresolved in your energy field and the client sniffs the air and smells blood, then watch out because they are going to go for the throat. There is nothing worse than being unprepared, feeling that you are doing something wrong or believing that nobody else is facing objections. We all are! So even though I love the power of positive thought, you are going to get objections, so expect them and prepare.

It is our natural tendency to have questions, concerns and objections. People are afraid of "being sold." When this happens they create an objection to avoid making a decision. It is your job as a therapist to uncover their true concern and use your commitment to their health to help them make a good decision. If you do not truly believe your treatments will make a difference in their life and to their

overall well being, then you might have to wonder why you did all that training. Without exception every natural therapist I have ever spoken with has a strong belief that their modality works and that it can help people. Why then do we get all flakey the minute someone brings a question to the table? We don't want to "sell" people but we do want them to be healthy and balanced. If we can think of the latter part of that statement and put the selling part out of our minds, then the process will become a lot easier.

So if you expect objections and are comfortable "dealing with the objection" you will be more successful!

Practice. Practice. Practice.

I could write this word ten more times and it would not adequately express the importance of this step! Since you know you are going to get objections, why not prepare for them in advance and practice exactly what to say?

You even know what they are going to be, as there are only about seven main objections! Of course in the second Two for One Session you will customise your response based on the conversation with that particular person. But trust me, you don't need to modify much! Practice with fellow therapists, your coach, friends & family in advance. Your belief and confidence will go through the roof!

I know it may be hard to believe, but it is actually FUN dealing with objections when you know exactly how to respond to every objection because you are fully prepared.

Believe

Do whatever it takes to fully, completely, unabashedly, undeniably and proudly BELIEVE in your prices and in your treatments! You must feel in your bones that you are providing a valuable service that is worth every penny (if not more than) you charge. More importantly, you must believe that you and your treatments can help the person find balance and wellbeing in their lives.

Objections should almost feel silly to you because you so believe in the value of your treatments. When you really understand this, following the structure for overcoming objections will become natural and easy.

Remember, if you find that you are not handling objections the way you would like, chances are you are not prepared and/or you do not really believe!

The Easy Option Two Step

If you get the Easy Option Two Step down pat you will rarely get objections. So what are the Two Steps?

Step 1 – Tell the client you need to see them again. It's flat out that easy. In the Two For One Session you outline what it is you can do for them. Follow that with a statement that says:

"To get the best results I'll need to see you for another 3/6/9/12 weeks"

Step 2 – Book the session immediately after you say the statement in Step 1 – so the statement goes something like this:

“To get the best results I’ll need to see you for another 3/6/9/12 weeks, would you like to book your next session before you leave today”

If you sense they are faltering add to the end of the sentence:

“My schedule is getting very full in the next few weeks and I don’t want you to wait any longer than need be or to miss out all together”

This is where the Believe factor is high. If you truly believe your treatments will help this person you will exude that confidence from every cell in your body. There will be no way they will challenge you.

Things to remember about The Easy Option Two Step is that people want to be well and they want to come back and see you. If you have the confidence in yourself and your treatments you will shine that out to them.

Being Confident Charging for Your Services

The typical catch cry I hear from many new therapists is “I’m really uncomfortable charging for my services”.

I’m hearing yah! But you need to understand that money is energy and the money is part of the reason why people heal. I know this for a fact and I know it from the school of hard knocks.

There are two facts about charging that you need to understand at a deep level:

1. The level of healing people get has a direct correlation to the amount they pay. The more they pay, the greater the value or healing they get.
2. People expect to pay!

In 2006 I travelled to the USA to attend a spiritual retreat. Let me tell you, when you have made that level of investment you don’t miss a trick. I was always early for everything and in fact most of the time I was banging on the door to be first in to get a seat in the front row so I didn’t miss a thing. What I got from that one conference was extraordinary but if I summed up what we did it wasn’t really anything out of the ordinary, I was just 100% committed to the program. In fact jet lag got the better of me on the second day so I went and got a blanket and had a little sleep on the floor at the back of the room so I was still in the energy even though I couldn’t stay awake.

If you don’t learn to charge at least market value for your services, your practice will always be full of ‘C’ client penny pinchers because that is what you will end up being and is what you will attract. Your clients won’t get the results because you don’t have the confidence in your treatments to charge for them. You won’t have the things that make you feel good and fulfilled. Your children won’t get the education you desire for them, you won’t live the lifestyle you truly want, you won’t be able to do the things you truly want to do and eventually you will start to resent your practice and your clients.

Why We Are Healers & Why We Have Problems with Money (If you don't consider yourself "spiritual" you better skip over this page – it's a bit woo-woo)

Whether you believe in past lives or the DNA programming from the past, there is no doubt in my mind that healers have always been healers. That is why we instinctively know how to help people heal. We have been shamans, medicine men, witches and were frequently loners, living outside the village practicing our craft in lonely existences. These people were however paid in food, clothing and shelter. They didn't do it for free. They lived in a simpler time and place than we do now and their needs were simple and in many ways they had exactly the same things as the "normal" folks in the village. We also deserve to have the same things as everyone else in our suburbs, towns or cities. The difference is these days money buys what we need.

Our past also brings some horrific memories. We have been burnt at the stake for our ability to use nature and the bountiful herbs and plant life that sustain us so well. We have been hung, drawn and quartered, hanged from tree branches, tortured, ridiculed and dished out every other possible type of horrible ugly death imaginable. The "re-remembering" of these events holds us back from putting ourselves out there in the world. It also often stops us from forming deep relationships because we agreed way back then that we couldn't be "spiritual" AND "have it all"

If we were healers in service at monasteries or convents or any of the many religious institutions we often exchanged vows of poverty, chastity and obedience. These vows have been bought forward lifetime after lifetime and are engrained at a very deep level of our being. Things have changed and it is no longer appropriate to carry this energy. We live in a different time and place now where it is safe to practice our gifts and talents. It is also expected now that we will charge for these services.

During the spiritual retreat I attended in Colorado we renounced our vows from the past and "re-announced" our vows to be of service to the world on an equal footing with all around us. We agreed to help people in whatever way or form we could and more importantly we agreed to be helped. This helped me immensely and was one of the biggest things I took away from the retreat.

In the past, we generally took the vows in full ceremony so that is how you need to release the vows back. This week create some quiet time for yourself. Light a candle and renounce your old vows and renew the vows with your new energy and commit to go forward in the new energy.

Please join me now in the new energy and commit to drop the money issues and the poverty mentality right now. It is no longer applicable in this lifetime and you can't help people if you don't and won't accept money in exchange for your services. You also cannot help people if you don't shine your light out for the world to see. Hiding behind the past and not promoting your gifts and services doesn't allow the people who need you to find you.

You need never bow down to anyone ever again because your gifts, talents and skills are honoured and needed in the world to help bring the peace to the planet that will eventually heal the damage done over many years.

The 7 Main Objections

Before I explain how to respond to objections, let's identify them! When you ask a therapist about the type of objections that come up, the same seven objections come up over and over. Although each objection may be phrased in a number of different ways, virtually every objection falls into one of these seven categories:

Not Ready

"I am not ready now, maybe in a couple of months."

"I have to get some things handled first, then I will be ready."

"I am just not sure I can commit to this right now."

No Time

"My plate is full. I cannot take anything else on at this time."

"I am not sure I have time for this."

No Money

"I can't afford it."

"Wow, that sure seems expensive. I can't pay that for treatments."

Unsure of Value

"I am not sure this is for me."

"I am not convinced this will really help me."

Check With Third Party

"I want to talk about it with my spouse first."

"I need to run this by my friend who had a similar problem."

Think About it

"I am not sure right now, I need to think about it."

"I take time to make decisions. Let me sleep on it."

Interview Other Therapists

"I would like to speak to some other therapists."

How to Handle Objections

Step 1 – Acknowledge

Whenever you get an objection, the first thing you want to do is acknowledge that you heard the person and that you understand and appreciate their concern. Do NOT argue or make the person wrong. This will only make the person defensive and more focused on their position.

Example

“I understand how you feel.”

“I understand your concern.”

“You’re right, it is a big decision.”

Step 2 – Use “The Magic Question”

After you have acknowledged the person it is time to ask “The Magic Question.” All you are doing with The Magic Question is getting their permission to continue the conversation. When you get an objection, after you acknowledge the person, say something like...

Example

“So, <name>, would you like me to let you go right now, or would you like to talk about it a little more?”

“I said I at the beginning of our first session that I wasn’t going to hard sell you, so would you like me to address your concern or would you rather we wrap up the session right now?”

Do not let the simplicity of The Magic Question fool you into thinking it is not important. When the person responds that they would like to talk about it (which 90% of the people will do), you are literally halfway to getting them to come back for more treatments! Please do not skip this step!

Here’s why The Magic Question is so powerful:

- It gives the prospect client a choice. People love choices!
- It puts the prospect in control. It shows that it is their decision.
- It builds trust.
- It allows you to keep your promise to not “sell them.”
- It allows the prospect to invite you to continue!
- It shows that you are unattached to the outcome.

The other 10% you should simply let them walk out the door, with perhaps a brochure or at the least a place in your database so you can stay in touch via your ezine. Never, ever go to a place of hard sell – it is VERY unattractive!

Step 3 – Address and Deal with the Objection

The key to overcoming objections is to remind the person of the pleasure and pain of achieving/not achieving their health goals. This is why the Two for One Session is structured the way it is. This is where you get to guide the client. Help the person focus on what he or she really wants and have them articulate what “solving their problem” is worth to them. Reiterate the results and benefits the person can expect to achieve if they work with you and help them see what it will cost them if they do not address the issue.

This is a classic coaching model, and it is one that gives people the power to make their own choices, one that they have already identified that they want to make. In the Mastering the Two for One Assessment Consultation you learnt how to identify the clients health goals and what they want to achieve in terms of health and wellbeing.

Continue to ask permission along the way: “Would you like me to go on?”
 “Would you like to talk some more?” “May I ask you a question about that?”
 “Can I challenge you a bit?”

This is important because each time you ask a question and they say “yes,” they are giving you permission to continue. Your confidence will build because you will realise that they are asking you to make them your client!

Below are three sample scripts for overcoming three different objections. Read these through to see how the three steps are implemented and then read the section on “Critical Success Factors” that apply to every objection.

The “Not Ready” Objection

Often when people say they are not ready it is an excuse or a way to cover their real concern. This is where you get to put on your coaching hat and discover what is really holding them back!

Not Ready Objection - Examples

Therapist: So Jane, would you like to return for a series of treatments, so you can start living a more balanced and stress-free life (or insert how you can help them)?

Client: It sounds good but I am not sure I am ready to commit yet. Maybe in the future.

Step 1 – Acknowledge

Therapist: You’re right Jane, it is a commitment!

Step 2 – Ask the Magic Question

Therapist: Jane, I made a commitment to you at the beginning of the treatment that I wouldn’t pressure you or hard sell you in any way. Would you like me to let you go, or do you want to talk about this for a little bit?

Client: What do you mean, talk about it?

Therapist: Well, Jane, I want to challenge you a little bit, but it is up to you. If you are serious about making a change in your health circumstances, it is my job to help you make that commitment. May I challenge you in a loving way?

Client: Okay.

Step 3 – Address and Coach to the Objection

Therapist: What exactly do you mean by, “I am not ready to commit yet?”

Client: Well, I think in a couple of months might be better. I have a lot on my plate right now and don't want to take on anything new.

Therapist: Jane, I'm confused. You just spent 20 minutes telling me how important this is to you! You said that overcoming your health challenges would dramatically improve your life and that the stress you are currently under is making you miserable. What's changed in the last five minutes?

Client: Well, when you put it that way... I just think I need to get a few things in order first.

Therapist: Can I ask what you need to get in order?

Client: Well, I just feel like I have a lot going on right now and I want to free up some time before I start something new.

Therapist: May I ask what some of those things are?

Client: Well, I have....etc. etc. etc.

Therapist: Has this worked in the past, getting all your ducks in a row before you take time for yourself and your health?

Client: No, not really.

Therapist: Jane, may I be direct? People often feel like they have to “get their house in order” before they can address what's really important. In it's purest form, this is fear. I'm not making you wrong. It's common and I see it all the time. And I feel it is my responsibility as a therapist to point this out to you.

In fact, if we decide to work together, one of the first things we would focus on is getting you feeling more balanced and healthy in a short space of time so you have energy to get your house in order and freeing up some more time for you.

Let me ask you, are you really serious about giving up the stress and misery and living a more healthy, fulfilling and balanced life? I really believe I can help you achieve that, but it's up to you to make the decision.

This conversation could continue. Jane could say yes right here, or continue to object. Do you see how in this example the therapist is doing two important things: uncovering the real issue of a need for perfection and coaching on the obstacle that is keeping Jane from addressing her important health issue?

The Money Objection

The money objection is probably the most common. Whenever you get the money objection follow these three steps, and then, depending on how the conversation goes, you have a couple of options:

Step 1 – Acknowledge

Step 2 – Ask the Magic Question

Step 3 – Determine if they flat out can't afford it (i.e., they do not have the money to make the investment) **or if they don't really see the value.** It is very important to find this out right away.

If they simply cannot afford your treatments:

Consider offering your low fee option (See Class 4A: How to Set Your Fees for more details.)

Consider offering enrolment in a group or buddy program (if you have one).

Consider referring them to a newer therapist who has lower fees or is looking for pro-bono "practice clients."

WE NEVER DISCOUNT.....EVER!!!!

We are not K-Mart! We are professionals who are highly trained and committed to the health and wellbeing of others. It is important that you don't just slam straight in and drop your fees. Often in the early days I did that only to hear a couple of weeks later of the weekend away they were planning or the money they had spend on a piece of expensive jewellery. Have three different price options and if you know the person is really struggling then offer a lower priced option with a service level to match. I don't even offer contra deals any more because I've found that people get the most value when they pay.

On a much higher level you must give the person the confidence that you think they have the ability to pay you. By immediately dropping your fee you are telling the Universe they are down and out and need charity. I know there have been times when I needed help and I went to some very pricey experts to get help and they knew my circumstances but did not drop their fee. They knew I would find the money somehow, and I did and I got huge amounts of value from that one session. This system is an example; I had to borrow and scrap to get the money to buy it and never looked back. I felt honoured in the transaction.

If they don't see the value or are unsure about making the investment:

This is usually caused by your lack of belief that your treatment will work for them. Did you do a good job explaining your How? If not, revisit the conversation about how your treatment works and what they can expect.

Help them identify what it would be worth to them to achieve what it is that they want.

Find out how much they expected to pay and only talk about the difference. (i.e., it is much easier to justify a \$100/month difference than \$400/month!)

Consider offering a money-back guarantee or reducing the number of sessions that they must commit to up front.

Money Objection - Examples

Therapist: So Jane, would you like to make a time to return for more treatments, so you can start living a more healthy, balanced and stress-free life?

Client: It sounds good, but I am not sure I can afford it.

Step 1 - Acknowledge

Therapist: I'm glad you think it sounds good! And you are right, it is definitely an investment.

Step 2 - Ask the Magic Question

Therapist: So Jane there are two ways we can go right now. If you like we can talk about it a bit and see if there is a way you can afford it, or, if you like, I can let you go. Which would you prefer?

Client: Well, I'd certainly be interested in hearing if there is a way we can make it work.

Step 3 - Determine if they don't have the money or don't see the value

Therapist: Is it that you flat out don't have \$100 per week for the sessions or is it that you don't see the value in this?

Client: It's a little of both.

Therapist: It sounds as if you saw the value, you might be able to find a way to make this investment in yourself. I understand your hesitation, and I firmly believe that you will get way more than \$100 worth of value per week. Would you like to talk a little more about this?

Client: Sure.

Therapist: Jane, you just spent 20 minutes telling me how once and for all achieving a healthy body and balance in your life would dramatically improve your life and that the stress you are currently under is making you miserable. Were you just having a laugh earlier or are you ready to finally get this area of your life in order?

Client: (Laughs.) I was serious! I guess I just don't believe that the therapy is going to help me. I've been sick for my whole life and I don't really see how that is going to change.

Therapist: Well, Jane, if you really want it, I can help you get it. But it's up to you. So let me ask you, are you ready to live a more balanced and stress-free life, starting right now?

Find out how much they expected to pay and only talk about the difference.
(i.e., it is much easier to justify a \$100/month difference than \$400/month.)

Therapist: Let me ask you, how much would you expect to pay for this kind of service?

Client: I don't know, probably about \$50/month.

Therapist: So it sounds like your concern is about the extra \$50 per month, right?

Client: Yeah, I guess you're right.

Therapist: Based on our conversation today, I'm convinced that within three to four months of working together your life will be significantly less stressful & more balanced. Is that worth the additional \$50 to you?

Help them determine what it would be worth.

Therapist: If money weren't an issue, would you be ready to get started?

Client: Definitely.

Therapist: So, let's say we worked together for two to three months. You were implementing a plan we created together and were well on your way to achieving a healthy body and balance in your life. What would that be worth to you?

Client: I don't know, but I probably couldn't put a price on it.

Therapist: So in the grand scheme of things how does \$100/month for a couple of months compare to that?

Consider offering a money back guarantee.

NB: If you do offer a money back option, be prepared to give it back without question or quibble or don't offer it.

Therapist: How about this, I only want to get paid if this is valuable to you. Let's get started, I'll bill you \$100 for the first month, and if you don't receive the value you expected after those first four months, I will refund your money. How does that sound?

The "Check with Someone Else" Objection

There are a couple of key points when a potential client says that they are interested but they need to check with someone else:

Step 1 – Acknowledge

Step 2 – Ask a modified version of the Magic Question

Step 3 – Determine the person's true readiness and what the "checking with someone else" is really about.

Step 4 – Offer to have a conversation with the other person.

Step 5 – Set up a definite time for the prospect to get back to you with a decision.

Check with Someone Else - Examples

Therapist: So Jane, would you like to come back for more treatments, so you can start living a more balanced and stress-free life?

Client: It sounds good, but I would like to run it by my husband first.

Step 1 - Acknowledge

Therapist: Good for you! I think it is great when couples make decisions together.

Step 2- Ask a Modified version of the Magic Question

Therapist: Before we wrap up, may I ask you a couple of questions?

Client: Sure.

Step 3 – Determine the person’s true readiness and what the “checking with someone else” is really about.

Therapist: Are you 100% ready and committed to work with me to dramatically reduce your stress and live a more balanced life?

Client: Why do you ask?

Therapist: Quite frankly, because if you are not really ready and committed to making a change in this area it will be difficult for your husband to see the importance of this investment. He has not experienced the treatments, like you have. It is important that you are passionate and dedicated to this before you try to explain it to your spouse. Does that make sense?

Client: Sure, I guess I have some concerns too...

Therapist: Address the concerns. Once you do that...

Step 4 – Offer to have a conversation with the other person.

Therapist: Jane I really want you and your husband to both feel great about our working together. If you like, I would be happy to teach you how to approach your spouse and/or I would be happy for the three of us to have a conversation, so I can answer any questions he may have. Do either of these options appeal to you?

Step 5 – Set up a specific time to speak and get the person’s decision.

Therapist: Jane, may I ask when are you planning on having this conversation with your husband?

Client: This weekend.

Therapist: Great! Let’s pick a time to touch base so you can let me know what you decide. Does Monday at 4pm work for you?

Critical Success Factors for Overcoming Objections

Get Permission

It is incredibly important throughout the objection phase to continue to get permission to continue. You will notice in the above examples that we are constantly saying things like, “May I challenge you on that?” or “Can I ask you a question?” or “Do you want to talk about this some more?” This allows the person to be in control and at choice and allows you to build your confidence because they are “inviting you” to continue.

Challenge / Hold to Higher Standards

Do you agree that a large part of your service is holding your clients to a higher standard than they currently hold for themselves? I think so! It is important that people get a taste of this in the Two for One Assessment Consultation, especially if they have objections! If the Two for One Assessment Consultation is done well and you have helped them identify their health need and what they want, how they will feel when they get it and how they will feel if they don't, then they will want you to challenge them! Do not let them off the hook! As long as you are balancing this with “getting permission,” you will do fine!

Tap Into the Pleasure and Pain

There is a reason that you conducted the Two for One Assessment Consultation the way you did. It is incredibly important for the person to feel the pleasure of achieving their health goals and dreams, as well as the pain of not doing so. Remind them of this when they object. Combine this with the challenging described above. Ask them again, for example, “How are you going to feel if you don't do this?” The key is not to tell them, but to allow them to “feel it again,” both the pleasure and the pain!

Speak from Experience (Professional Posture)

It is important and powerful to remind the person of your knowledge and expertise. Make comments like, “It has been my experience,” or “In my work with dozens of other clients,” or “That is understandable. You are not alone. Many of my clients feel that way.”

This gently reminds the person that they are in good hands. That you are an expert. That you have experience and that what they are experiencing is normal. Unique, yes, but not out of the ordinary.

Act As If You Have Been Treating the Person for Six Months

Think about how powerful your treatments become once you have worked with a client for approximately six months. You are probably at your best... comfortable, direct, honest and open.

When you treat this way during the Two for One Assessment Consultation, you will get more clients! People want a powerful, professional, honest therapist that can talk straight, challenge them, hold them to a higher standard, etc. It begins in the Two for One Assessment Consultation and continues throughout the objection phase. Act as if you have been treating them for six months and don't be afraid to say and ask whatever you would to a long term client!

Make the Decision Together

It is important for you to feel and “get” that this isn't about being on two different sides of a negotiation table. Position it as a decision that you and the prospective client make together. For example, if a person says he needs to think about it, you should genuinely want to help that person make the best decision he can.

Say something like, “Look, Joe, I only want what is best for YOU. You would not make a good client for me if you are not sure. So, let's think about this together. I don't want you to feel as though you need to go at this alone. That is what I am here for. I genuinely have your best interests at heart, whether you decide to work with me or not. May I help you to you make the decision that is best for you?”

Say What Comes to Mind

It continues to amaze me how many therapists are fearful about saying what is on their mind. Here is an example: If a person says, “I need to think about it,” don't you wonder what the person needs to think about? It surprises me how few therapists will ask the question! If you are wondering something, it is a sign to ask! You cannot speak to an objection unless you know what the issue is. And the only way to know is to ASK!

Always Get the Next Appointment Scheduled

Do not end the conversation as soon as the person says, “I will let you know,” or “I'll be in touch,” or “You'll hear from me next week.”

When you hear these types of things it usually means that you did not do an effective job in the Two for One Assessment Consultation of building trust, connection and support. Remember, it is best when you can make a decision together. A great response is, “Joe, how about we go ahead and set another time to meet? You can share your thoughts with me then.”

Get Payment and Solidify the Agreement Immediately

A client is not a client until three things happen:

1. You get an agreement.
2. You schedule your sessions.
3. You receive payment.

As much as possible, your goal is to do all three of these at the end of the Two for One Assessment Consultation. If you are going to take your natural therapy business seriously, you must be able to accept credit and debit cards. At the end of the Two for One Assessment Consultation, when they say they are ready, you say, "Great. Lets get some session times in the diary". Get the appointment made then say " I require a 50% fully refundable deposit to hold your booking for you, are you happy to put that on your credit card now?" Where possible you need to charge the client at least 50% of the next session to ensure they come back. Most people will return if they have paid a fee but when they haven't paid anything that is when they will just not show up for their session. The value of the Two for One sessions is that you build rapport with the client and "no-shows" become rare when you have personal connection.

Offer Free Subscription to Your Newsletter

If someone decides not to hire you, it is important for you to continue to serve the person. You can do this by offering to refer them to other therapists and by offering them a subscription to your free newsletter. The easiest way to do this is to have it as a check box on your client details form. We will talk more about this in the ezine module. You want to continue to provide value, build a relationship and keep the person "on your Marketing Train" in order to further experience you. The person might decide to hire you at a later date or may become a great source of referrals.

Don't Stress or Over Think

The one thing I want you to go away with from this module is that it takes time to build up the confidence and vocabulary to overcome objections with ease. Go easy on yourself and if the most you ever implement is the Easy Option Two Step and the Magic Question, then you will be way ahead of most other therapists in your field. Get into the habit of always asking the client if they would like to book another session.

Accept Some People Will Say No

Sometimes people just flat out say no and don't come back. The trick is to never take this on board personally. Certainly go back through your check list and make sure you did everything right but at the end of the day not everyone is ready to heal or move their life to a positive new place. You see many people are comfortable with their discomfort and like the old place too much. No one will ever change them and until they are ready, they won't see the value in being well.

Celebrate and Focus on the People That Say 'Yes'

Eventually someone will say YES! After that you start to build momentum and people will start to say 'YES' time and time again. Every time it happens, celebrate and give gratitude to the Universe for bringing you that wonderful client and opportunity to be of service.

You have done your training, you are a great practitioner in your chosen field and you are worthy of a practice full of 'A' Clients. Just keep practicing until you achieve that. If you follow the program you WILL achieve a full happy practice and you deserve every piece of it!

Actually this week we are at the half way point so please go find a way to celebrate getting half way through the program – Congratulations! – you are a winner for getting this far and not quitting!

Assignment

Practice Overcoming Objections!

1. Make a list of all the possible objections you think you might encounter.
2. Work with your coach or a buddy and role-play each of the objections.
3. Practice, practice, practice and before long you will feel confident and be able to handle any objection!

Summary

The ability to speak to objections is incredibly important for filling your natural therapy practice. I have heard too many stories where therapists report that their the Two for One Assessment Consultation are not working. I invariably ask, "What happened when you asked for the business?" Often the therapist will say, "They said they would think about it, or they just weren't sure, or they needed to check with their spouse." Then I ask, "What did you say?" and all too often the therapist admits to backing away and just asking the prospect to "let me know when you have made a decision."

Overcoming Objections is critical to growing your practice. If you are performing Two for One Assessment Consultations and are not converting at least 30-50% into paying clients, let me know! I offer individual coaching and consulting to help you fine-tune what you are doing to improve your results!

Good luck, have fun and practice!

Copyright © 2007 by Margaret Gill. All rights reserved.
This E-Book is part of the curriculum of Abundant Private Practices and is non-transferable. It may only be used if you have purchased the Practice Building Success System or have enrolled in a paid teleclass or seminar.

Gratitude Sheets

This week I am grateful for:

50.

51.

52.

53.

54.

55.

56.