

Dancing with Their Resistance Cheat Sheet

Remember: A person's "objections" are their 'truth' (which doesn't make them true), but we must dance with them nonetheless. Here...we will see them for what they are...

Resistance to change. The resistance is a reaction to fear...

Of the unknown.

Of actually getting what they want.

Of losing something essential.

Of failure.

Regardless of the form of the resistance, you will dance your potential client through the following steps:

- 1) Acknowledge and Appreciate
 - *"Thank you so much for sharing that with me. I really appreciate your willingness to tell me that (insert what they shared). I can absolutely understand this."*
- 2) Ask Permission to Explore
 - *"Would you be willing to look at this more deeply?"*
- 3) Offer alternative views and suggestions
 - These are detailed below depending how the resistance shows up
- 4) Remain centered in your own Truth and practice non-attachment
 - Your personal needs should not color a GAC. Ex. Your need to get a client is not their responsibility. Remind yourself that you are there to diagnose and prescribe, taking a stand for the Universal Truths of abundance and alignment.

Resistance shows up in your sales calls in 6 categories:

1. Analysis Paralysis, Perfection Paralysis, Logistics Paralysis

- You can recognize this through responses like:
 - My situation is different, will this work for me?
 - I'm not sure this is the right time...
 - I need to do this first...
- Here's what to say:
 - Share how you've noticed how overthinking tends to stop progress. Ask them how they have unnecessarily delayed getting results in the past because they stayed in analysis mode as opposed to taking action
 - Answer all their questions and then share with them that, in any situation, even this one, "getting ready to get ready to think about" doing something is not what creates results. Making a decision and commitment does. That's when results begin showing up

2. Money Paralysis

- You can recognize this resistance through responses like:
 - I don't know if I can afford it...
 - I don't know where the money will come from.
- Here's what to say and remember:
 - *"Is it that you don't have the money at all or you don't have the money for this?"*
 - If they say they don't have the money at all you can ask them if they want this badly enough to be willing to think about how they can find the money? ***REMEMBER – there are lots of ways to get money to invest in yourself – credit cards, family, savings – they just may not be willing to do what is necessary to get it, i.e., take on debt. If it's that they don't have the money for this, go back to fears and urgency.

- Restate what they've told you they wanted. If you feel that they are truly on the fence because of money and just need a little push – offer FAST ACTION SAVINGS, but only if it will truly support their YES.
- The money already exists. *“When I started out, I chose resourcefulness, hustled and FOUND the money.”*
- Or *“To afford something I really wanted, I got a temporary part-time job, and sometimes, a 0% credit card”*
- Help them find the money with the 50 ways list
- You can also invite them to go to the internet and search 0% APR credit card offer
- Or help them craft something to say to their benevolent aunt who can help them pay for your program.
- If they have their own business, ask them how many new clients it would take to pay for your program and help them come up with a plan for getting that number of new clients
- The key is to coach them through finding the money. It's already in their life, and just needs to be accessed

3. Ruled by Rules... not investing in themselves “until...”

- You can recognize this resistance through responses like:
 - I can't do this until September, I can't work with you until I can pay for it in full and in cash, I can't do this until my kids are out of college, I can't do this until....
- Here's what to say and remember:
 - Ask them how these arbitrary rules have been holding them back in the past, preventing them from getting results they want so badly. Wait for their response

- Ask, *“If these rules prevent you from taking action on useful opportunities, are they really serving you? Would you be willing to release old rules that aren’t serving you so that you can now get what you really want in your life? If so, what would you be willing to put that old rule behind you and move forward confidently in the direction of your dreams?”*

4. Giving away the decision-making power to someone else

- You can recognize this resistance through responses like:
 - I need to check with my husband/wife/accountant
- Here is where you can coach them through the conversation with their partner.
 - Say, *“Sometimes when a spouse or partner isn’t there when you are presented with an opportunity for growth, they don’t know what’s involved. Few details usually leads to fear of the unknown.”*
- Partner Objection: Joint Bank Account
 - *“Yes, it may be a joint bank account, but this is also your life or business, your path, your journey. You don’t have to sheepishly ask for permission to do something you want. Simply inform them that you’re doing it and WHY.”*
 - *“They are looking for your confidence and conviction, not “Honey can I please do this?”*
 - *“Instead, try asking, ‘Honey, do you love me? Do you believe in me? Do you fully support me?’ I’m doing this for me. And I’m also doing it for US and OUR future.”*
- Partner Objection: Time
 - *“They would never support something they believe would compete for your attention. Reassure them that nothing will get between you and that you believe in yourself. That you want an even better future for your family and that you’re doing it FOR YOU BOTH”*

5. Doubt

- You can recognize this resistance through responses like:
 - I'm not sure.
- Here's what to say and remember:
 - Perhaps they are scared. They are thinking, "Can I really do this? Or will this be another thing I don't succeed at?" Speak to their fear. Show them you understand, but give them hope and confidence to make a change.
 - You can say, *"You may have said yes to opportunities that didn't work in the past. Perhaps you let yourself or others down last time. You can learn from those past experiences."*
 - Ask this defining question: *"Would I feel happy with my progress if one year from today I was in the exact same place?"*
 - Take a stand for them. The magic happens outside of their comfort zone.