

BUSINESS MAXIMISER COACHING

WORKSHOP 6 — WORKBOOK

Handling Objections & Stalls

Rate each section — then build your objection cheat sheet

Name:

Business:

Date:

HOW TO USE THIS WORKBOOK

For each section, rate every suggestion Y (Yes), N (No), or M (Maybe/Partially). On the summary page, circle the traffic light for each section. Use the improvement boxes to capture what you will do about it.

● **GREEN**

On track — doing this well and consistently.

● **YELLOW**

Needs attention — done sometimes but inconsistently.

● **ORANGE**

Priority area — significant gaps, address soon.

● **RED**

Urgent action — not doing this at all.

SECTION 1 — MINDSET

How you think about objections changes how you handle them

Best-Practice Suggestion	Y	N	M
I understand that an objection means the client is still engaged — the door is still open	☐	☐	☐
I stay calm and do not react emotionally when a client raises a concern	☐	☐	☐
I genuinely try to understand the real concern behind the words	☐	☐	☐
I know the difference between a real objection and a smokescreen for something else	☐	☐	☐
I can identify which of the 7 objection types I am dealing with in any given moment	☐	☐	☐
I never drop my price immediately when someone says it is too high	☐	☐	☐
I treat objections as an opportunity to build trust — not a battle to win	☐	☐	☐
I have a written framework for handling objections — not just a gut reaction	☐	☐	☐

What will I do to improve my MINDSET section?	By when? / Who owns it?

THE 7 TYPES

Identify the type before you respond

Best-Practice Suggestion	Y	N	M
I can recognise a Price objection — concerns about cost vs budget	☐	☐	☐
I can recognise a Value objection — doesn't fully see the worth or benefit	☐	☐	☐
I can recognise a Trust objection — lacks confidence in our business or reliability	☐	☐	☐
I can recognise an Authority objection — not talking to the decision-maker	☐	☐	☐
I can recognise a Timing objection — doesn't feel like the right moment	☐	☐	☐
I can recognise a Need objection — doesn't see it as necessary or urgent	☐	☐	☐
I can recognise a Competition objection — thinks another provider is a better fit	☐	☐	☐
I always identify the type before I respond — not after	☐	☐	☐

What will I do to improve my THE 7 TYPES section?	By when? / Who owns it?

SECTION 3 — THE 5-STEP FRAMEWORK

Welcome → Understand → Question-Close → Solve → Close

Best-Practice Suggestion	Y	N	M
Step 1 — Welcome: I thank them for raising the concern and never react defensively	☐	☐	☐
Step 2 — Understand: I reflect the objection back to confirm I've heard it correctly	☐	☐	☐
Step 3 — Question-Close: I get conditional agreement BEFORE I attempt to solve anything	☐	☐	☐
Step 3 is my most important step — I never skip the Question-Close	☐	☐	☐
Step 4 — Solve: I address the specific concern with proof, context, or a reframe	☐	☐	☐
Step 5 — Close: I return to the question-close and ask for the business — then stop talking	☐	☐	☐
My team knows and uses the 5-step framework — not just me as the owner	☐	☐	☐
I role-play the 5 steps with my team before important proposals go out	☐	☐	☐

What will I do to improve my THE 5-STEP FRAMEWORK section?	By when? / Who owns it?

SECTION 4 — THE CLEAR PATH

For stalls and hesitations — when they go quiet or say 'I need to think about it'

Best-Practice Suggestion	Y	N	M
I know the difference between an objection (5 steps) and a stall (CLEAR path)	☐	☐	☐
C — Connect: I ask 'Can you help me understand what's making you hesitant right now?'	☐	☐	☐
L — Listen: I dig deeper with 'Is there something specific that doesn't feel quite right?'	☐	☐	☐
E — Evaluate: I offer to go over the details again to ensure we've captured everything	☐	☐	☐
A — Address: I confirm and directly address the specific concern — budget, timing, or scope	☐	☐	☐
R — Resolve: I use the Slots Script to create urgency without pressure	☐	☐	☐
I always end with 'Is it a not yet — or a not ever?' to get a clear answer	☐	☐	☐
I follow up every stall with a clear, agreed next step — I never leave it hanging	☐	☐	☐

What will I do to improve my THE CLEAR PATH section?	By when? / Who owns it?

MY OBJECTION CHEAT SHEET

Write the 5 objections you hear most often — identify the type, then write your scripted response

Objection — what they say	Type (1–7)	My scripted response
	—	
	—	
	—	
	—	
	—	

THE 7 TYPES — Quick Reference

- 1 — Price:** Concerns about cost vs budget
- 2 — Value:** Doesn't fully see the worth or benefit
- 3 — Trust:** Lacks confidence in your business
- 4 — Authority:** Not talking to the decision-maker
- 5 — Timing:** Doesn't feel like the right moment
- 6 — Need:** Doesn't see it as necessary or urgent
- 7 — Competition:** Thinks another provider is a better fit

YOUR SUMMARY

Circle the traffic light that best reflects your overall rating at each section

MINDSET	THE 7 TYPES	5-STEP FRAMEWORK	CLEAR PATH
Biggest priority:	Biggest priority:	Biggest priority:	Biggest priority:

My #1 priority from this workshop is:	I will complete this by:

YOUR ACTION THIS WEEK

1. Write your top five objections and a scripted response for each — keep it as a one-page cheat sheet.
2. Role-play the price objection with a team member before your next proposal goes out.
3. Identify one piece of work you lost in the last 90 days — which of the 7 types was it, and what would you do differently now?