

# How To Triple Your Responses To Typical Phone Objections



A FREE Resource From  
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A long, long time ago, in a training room far, far away, I studied under a Jedi Master who taught me something I will never forget.

There we were, 25 of the most arrogant Sales Managers who had ever walked the face of the earth.

As we sat there, counting the minutes until the first break, we were greeted by the man himself.

He greeted us with a magical question . . .

“Anyone want to take a guess at how many moves your average champion chess player has memorized?”

I remember thinking “This is going to be a long day!”

To get the show on the road, we circled our wagons and tossed a few BS stabs at his query. Finally, (at the pace at which grass grows under careful observation) he arrived at the answer . . . which I really can't remember for the life of me! I think it was something like 30,000 but for now all you need to know is that its WAY more than ONE!

I remember looking at my watch and being quite disappointed that we were only a minute in to the training.

But then came the question that changed my sales career;

*“How many moves do you think the average sales professional has memorized?  
Better yet let’s see”*

He approached the first Sales Manager and said “You call someone and they tell you that they aren’t interested” The Sales Manager returned fire with a good, solid rebuttal. Game on!

The Jedi Master then asked (the same guy) for another answer to that same objection. After a little hesitation, he had his second rebuttal. A little weak, but a rebuttal nonetheless.

Then, the death blow was delivered when he asked for a third rebuttal. I say “death blow” because I’m not quite sure what the sales manager said in response because it had all the charm of a death rattle.

School was now in session! In fact I felt like Daniel-san when he finally realized that Mr. Miyagi’s whole “wax on, wax off” thing wasn’t about getting his car detailed for free.

Of course, someone needed to reverse the challenge to see what this guy was made of. We went several rounds with him and I was completely amazed at his ability to respond with such precision!

He went on to explain to us that in sales, we know that certain “stock” situations will occur such as:

Someone tells us they aren’t interested, they’re too busy or under contract.

They might ask us to send information or call back next month, after summer or after the “holidays” and;

# *Shame on us if we haven't prepared for that!*

I decided to marry this in with something Tom Hopkins used to talk about a while back called “The Triad Theory”.

Part of the Triad Theory is having 3 responses for each one of your typical objections so let's start there!

On the next 3 pages, I want you to write out your top objections (1 per page) and then come up with 3 different responses for each.

And no, I'm not going to tell you what to say. I want YOU to get your uniform dirty with this exercise!

# Castain's Objection Buster Exercise

Typical Phone Objection # 1:

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Response # 1:

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Response # 2:

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Response # 3:

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## Castain's Objection Buster Exercise

Typical Phone Objection # 2:

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Response # 1:

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Response # 2:

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Response # 3:

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# Castain's Objection Buster Exercise

Typical Phone Objection # 3:

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Response # 1:

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Response # 2:

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Response # 3:

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## **Need A Few Ideas?**

Here are a few ideas that might help you craft a **BETTER** response.

Is there a fact that you can offer?

An example to share?

How about a story or a study?

Customer success story?

Analogies can be an awesome way to help someone see your point.

## **Something Else To Think About . . .**

Are you thinking about this from your potential client's perspective?

If so, does your rebuttal include an answer to something we **ALL** think about . . .

## **What's in it for me?**