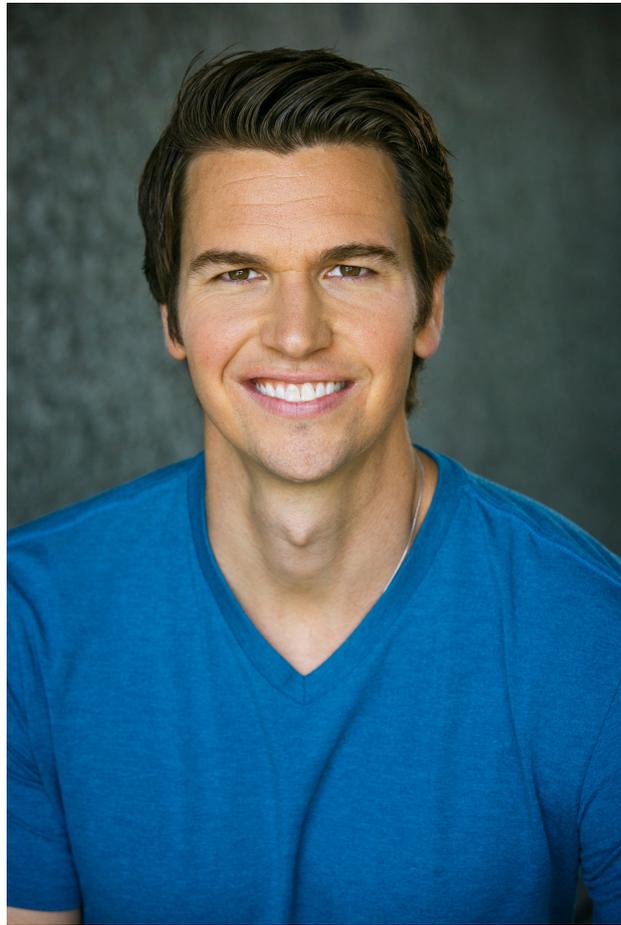


THE 7-SECOND OBJECTION ELIMINATOR



by
Ted McGrath





Hey, this Ted McGrath.

I want to share with you the **7 Second Objection Eliminator**.

If you're in sales and you ever been in a situation where a client is objecting to your product or your program, and you don't know how to handle it, then this **7 Second Objection Eliminator** will handle the objection for you.



MESSAGE 2 MILLIONS

One of the biggest challenges I see with most people who're in sales is they get an objection and they immediately back off.

Now, one of the good things that I see with objections is that at least the client is in communication with you.

One of the biggest challenges are 'yes' people... they'll tell you, "Yes, yes, yes," but they actually won't commit there on the phone.

Then they tell you they just need the night, and they'll get back to you tomorrow, and they never show up again.

Be aware of the 'yes' people. The 'yes' people are typically the ones that are your biggest concern, because they'll yes you, and yes you, and yes you to death, and then *they'll never take action.*

It's actually good when somebody brings up an objection, because they're entering a communication with you.

Now, I want you to understand this. It only becomes an objection if you stop the communication with your client.



MESSAGE 2 MILLIONS

What do I mean by that?

Let's say I tell the client the investment in the program is \$7,500, and the client says, "I don't have the money."

I go, "Okay," and I get off the phone.

What I'm doing there is I'm making their objection solid. **It's only an objection if I accept the objection and I don't communicate on it.**

Here's the thing that most people mix up is they actually believe that it's a real objection.

What I mean by that is they actually believe it's a real objection and that they have no control over it.

The only way it's a real objection is if you don't communicate on it. If the client says, "I don't have any money," and you say, "Okay," and you get off the phone, you're the one that made it the objection. It's a little tricky, but I want you to get it. The reason you made it the objection is because you didn't communicate on it.

All of a sudden, it became solid, because you went into agreement with it. They said, "I don't have the money." You said, "Okay," and agreed with it, and you got off the phone and it was solid.



MESSAGE 2 MILLIONS

If you communicate on the objection with your client and you don't end the conversation, it's not an objection.

The moment you start communication with them when they put up their idea of what they assume the objection to be for them, and in their head it really is real, but when you don't communicate on it is only when it becomes an objection.

When you don't communicate on it, and you simply just say, "Okay," you've gone into agreement with it, and now it is officially a solid objection and the deal is done, and you've lost the client.

This is really a mindset shift that I want you to get here.

The 7 Second Objection Eliminator is to communicate on the actual objection right away. The moment you communicate, there's no longer an objection because you didn't make it solid by agreeing with it.

If you can get this right now, I swear, this is going to change your entire perspective on sales. The only way it becomes a solid objection is if you agree with it. The moment you communicate with the person about what they just said, it's not longer a solid objection.



MESSAGE 2 MILLIONS

**Key Principle:
Communicate,
regardless of
what the
objection is.**



MESSAGE 2 MILLIONS

Principle number one is communicate regardless of what the objection is.

The person could say, "Well, I think I'm gonna fly to Mars right now, so I won't be able to join your program here on Earth."

If you say, "Okay," that becomes a solid objection. You've agreed with it, and it becomes real, and now they're never going to join your program, because they're off in Mars and you've agreed that they're gone.

However, whatever the objection is, if you go, "Tell me about it," you're inviting them to tell you about the situation.

Let's say they give you the "I can't afford it" objection.

You say: "So, tell me a little bit about that."

Then they go, "Well, I spent a lot of money in another program before before I joined this, so I don't really have the money."

Then you go, "Well, tell me about that. When you say you don't really have the money, what do you mean by that?"

All of sudden, what we're doing is we're getting in communication by responding with a simple little phrase that says, "Tell me a little about that."



MESSAGE 2 MILLIONS

Example:

It could go down something like this:

The client goes, "I don't have the money."

You go, "Tell me a little bit about that."

"Well, I've spent a lot of money on different programs before and, um, I don't really, you know, want to put more money into this program."

Now, what they've just told you is something a little bit different.

Because you asked them to tell you a little bit about it, what they've done right now is they've actually told you a little bit about it, and it turns out that they don't want to put money into this program. It's not that they don't have the money, it's that they don't want to put money into this program, because they've spent money on other programs.

Now, we've entered a conversation to begin to explore what the real issue is.

A lot of times people will give you the smoke screen and objections of, "I don't have the money," "I have to think about it," "I have to talk to my spouse," or, "I have to talk to my partner."



MESSAGE 2 MILLIONS

Let's take a second objection.

You're asking them to invest in the program, and you're saying the investment in this program is \$7,500, and they say, "I have to think about it."

You go, "Well, tell me a little bit about what you need to think about."

Now, what are you doing? You're inviting them into a conversation. Rather than them going, "I have to think about it," and they immediately get off the phone and you never hear from them again, and you made it solid because you agreed that they need to think about it, you go, "Well, tell me a little bit about what you need to think about."

Immediately when somebody goes, "I need to think about it," you should go:

"I understand that. Tell me a little bit about what you need to think about."

When you understand them, they feel like they've been heard.

Always approach it with, "I totally understand that. Tell me a little bit about what you need to think about."



MESSAGE 2 MILLIONS

They go, "Well ... I'm not really sure that I could succeed doing this."

Now, all of sudden, they just gave you a little bit more information.

This is probably information you didn't hear before through your entire session that you had with them, if you were doing a free consultation or a free session.

All of a sudden, you've got information that you didn't have before.

When you have more information by simply saying, "Tell me a little bit about that," all of a sudden, you're in communication with them and that information gives you the firepower you need to stay in the conversation to get them to tell you a little bit more, and a little bit more until you're understanding the situation and you can come up with a solution.

If you don't know anything about what they're telling you, then there's no solution that you can come with.



MESSAGE 2 MILLIONS

Let's try another one that comes up: "I need to talk to my partner, I need to talk to my spouse."

"Great. Tell me a little about what you want to speak to your partner and your spouse about."

They go, "Well, I, I involve them in every situation, and so it's really important that I actually speak to them about this."

"I totally agree with you, it's really important."

Now, all I'm doing right now is diffusing any type of objection in terms of like, "I have to talk to my partner."

In their mind, that might be a smoke screen of like, "I want to get off the phone." In their mind, might be that's a done deal if they have to talk to their partner, their partner's going to say no. We don't know what it means.

We have to diffuse this situation by saying, "Tell me a little bit about what you're going to talk to your partner about."

And then they start to tell you. "Well, you know, the truth is my partner doesn't really trust me, because I've made some bad decisions in the past."

Now, all of a sudden, what do we have? We have more information here.



MESSAGE 2 MILLIONS

Then I could simply say, "Well, tell me a little bit about the decisions that you've made in the past that for them not to trust you anymore."

They go, "Well, I made a decision a long time ago and I, I, did, um, something behind their back, um, that I lost their trust."

It's like, "Oh, great. Well, I totally get that. Would you share a little bit about what it is that you did?"

"Well, I stole some money from my partner."

"Oh, totally get it. So, does your partner actually control the finances in the relationship?"

They go, "Yeah. My partner controls the finances."

Aha. Right?

Now, we're in a conversation where there's an opportunity to create a solution.

Now, we can figure out a way to approach the partner.



MESSAGE 2 MILLIONS

We might say something like:

"Well, that's great. So, number one, is clearly this is a different situation. You're not stealing money. This is something you actually want to do to improve both of your lives, so potentially you could have a better life, make more money, and then you don't have to go try and borrow money from your partner anymore, right?"

You get them to see that it's a different situation.

All I'm doing is communicating on it by saying: tell me a little bit more about it. All of sudden, that objection is diffused.

Then, if I want to get more information, I just say the same thing, "Tell me a little bit more about that," and they tell me more about that.

**All I'm doing to diffuse their
objections to say:**

"Tell me a little bit more about that."

"Tell me a little bit more about that."



MESSAGE 2 MILLIONS

Now, we're in a communication, and we're leading to a solution to the problem, because the problem is, "I have to think about it." "I don't have the money." "I have to talk to my partner about it."

That, all of a sudden, it's not the objection. It only becomes an objection when you agree to it and you let them off the phone. Then it's done. It's solid.

If you say, "Tell me a little bit more about it," what's happening is you're communicating. You're getting them to tell you more. You're gathering more information, and with more information you can solve the problem.

"Tell me a little bit more about it," creates communication, communication gives you information, information allows you to put your heads together to solve the problem. Then, there can be a new action that's taken from it.

If you know only one thing about sales, make it to simply not get off the phone and not to argue with them.

Remember, the statement I said before was, "I totally understand that," or "I totally hear that".

Even before you use the 7 Second Objection Eliminator by saying, "Tell me a little bit more about that," even if you use that before you say that, you need to first say, "I totally understand you. I totally hear you."



MESSAGE 2 MILLIONS

A lot of times, when somebody's putting up something like, "I have to think about it," "I don't have the money," it might be hard for them to say, and if we don't hear them, then we invalidate them.

How to use the 7 Second Objection Eliminator:

#1: "I totally hear you. I totally understand you."

#2: "Tell me a little bit more about that."

#3: they start to communicate on it.

#4: we have information. With number four, when we have information, that brings us to:

#5: where we can solve the problem.

That's how you should handle any client objection that ever comes up.



MESSAGE 2 MILLIONS

How simple is this? To get on the side of the person that you're in conversation with, to not to try and object or overcome their objections, to not invalidate their point of view, to not sit there and go, "Well, uh, you know, a lot people say that they don't have the money, but that means they really do have the money, so let's go find the money."?

Or, "I have to think about it," and then all of a sudden you go, "Well, um, what do you need to think about?"

Which is a good way to handle things, but rather than saying, "What do you need to think about?", you go, "Tell me a little bit more about what you need to think about."

They already told you they need to think about it, so you can tell me a little bit more about what you need to think about.

It's just a little bit more. It's probing them a little bit more on the origination that they've already had that is "their objection."

The killer mistake that people make is, "I have to think about," "Okay, take some time to think about," rather than going, "Tell me a little bit about what you need to think about." You have to be in communication.

Is this a game changer or what? Is this such a totally simple situation?



MESSAGE 2 MILLIONS

Now, we're in conversation and we're their ally. We're understanding them. We're communicating with them more.

The moment communication stops, the moment the space is divided, and now they're on their own trying to make this thing happen, or they're on their own and they're never going to communicate with you again.

Either way, they're on their own. Do you think they're going to get to the solution on their own? No. Because if they were able to get to the solution on their own, they would've gotten there already.

They need you to come to the solution.

The only way to come to the solution is not to overcome their objection, but to diffuse their objection.

To diffuse their objection, to eliminate their objection by saying: "I totally understand you. Tell me a little bit more about that."
Communication starts with: "Tell me a little bit more about that."

More communication, more information, all of a sudden, we can come to a solution. Now, you get the rational side of people and the real side of people, rather than the person who's putting up the smoke screen.



MESSAGE 2 MILLIONS

If you have a person that is a yes person that goes, "Yes, yes, I want to do this, I want to do this," and then all of a sudden they're there and you go, "okay, great, so let's get you enrolled right now, all I need is a credit card."

Then they go, "Well, I have to think about it."

What you would do in that situation is you would validate the decision and go, "I totally understand that you want to do this. So, with the fact that you want to do this, tell me a little bit about what you need to think about."

All of a sudden, we're getting in communication. We're validating the fact that they want to do this, so we're still saying, "I get you want to do this."

If all of sudden we go, "Well, I'd like to get you to do it right now, because you said you're ready do it," all of a sudden, we're invalidating the fact that they said, "I need to think about it."

Somebody could want to do something. I want you to get this. Somebody could want to do something, and at the same time need to think about it, which means they're not fully ready to do it yet.

They still want to do it, but they still need to think about it.



MESSAGE 2 MILLIONS

You need to go, "I totally understand that you want to do this."

You affirm and validate that they want to do it rather than coming in and objecting to the whole thing, which is like you make them wrong about both things. You make them wrong about wanting to do it, and you make them wrong about wanting to think about it.

The worst thing you can do is invalidate somebody.

The best thing you could do is just go, "I totally understand that you want to do this."

You repeat it to them. You go, "Tell me a little bit about what you need to think about in relation to doing this."

Then, they'll say, "Well, um, I want to do it, but, um, I don't know, I just, I just kind of have to go through my thinking process."

You go, "Oh great. Tell me a little bit about your thinking process."

What are we getting? Information.



MESSAGE 2 MILLIONS

This happens with me before I enroll all the time.

I have a thinking process that I go through. If somebody ever asked me, "Tell me about your thinking process," I would go, "Well, the truth is, like, I go through this thinking process in every decision that I make, and it's about a 24-hour to 48-hour process. And I always get back to the person 100% of the time. So, um, this is just the process I go through, and I, and I just need you to fully respect that."

Now, if somebody said that to me, that would be a situation where I would give them the 24 hours to think on it. I really would, because they know what they want. They know the thinking process they go through.

Now, if they go, "Well, you know, I have to think if this is really the right fit for me," that's a different answer.

I go, "Well tell me a little bit about how you decide whether something is the right fit for you."

Now, I'm getting into whether it's the right fit or not, and I'm having them tell me a little bit more about it.

All I'm doing with everything they bring up is, "Tell me a little bit more about that thing. Tell me a little bit more about that thing," until I'm getting more and more information to see how real it is.



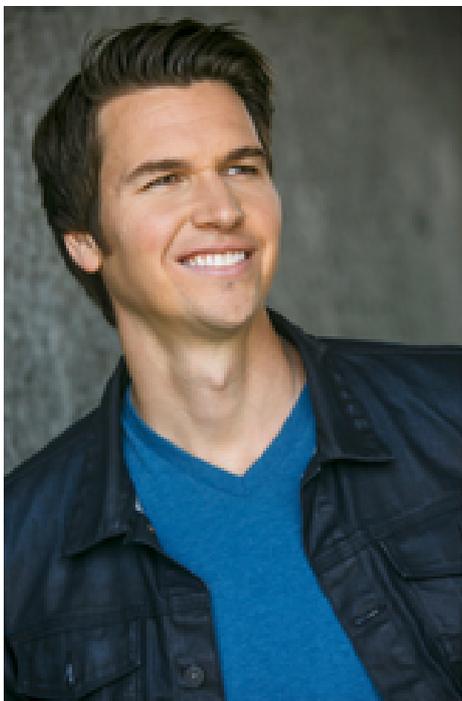
MESSAGE 2 MILLIONS

Then I can come to a rational place of going, "Okay, there's a solution here for this person."

We can come to a solution together, which we co-created. If we co-create a solution, that means they own it. When they own the solution, they're going to take action on it. If they don't own the solution, they're not going to take action on it.

This is the seven-second objection eliminator. I hope it helped you by showing you the ways to eliminate and diffuse objections.

Want to flood your business with paying clients in the next 30 days or less? [Check out my Fast Client Formula right here.](#)



LIKE THIS?

**Check Out My
Fast Client Formula
Training**

 **TED MCGRATH**



MESSAGE 2 MILLIONS