

# OBJECTION HANDLING GUIDE



THE COACHING MASTERS

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## **Objection: “I can’t afford it.”**

Coach Says:

“I completely understand that investing in yourself can feel like a big decision. Can I ask—if money wasn’t a concern, would this be the right program for you?”

“What would achieving this goal be worth to you in the long run?”

“Many of my clients find that coaching actually helps them make better financial decisions and create more abundance. Would you be open to discussing flexible payment options?”

## **Objection: “I need to think about it.”**

Coach Says:

“Of course! This is an important decision, and I want you to feel fully aligned with it. What’s the main thing you need to think about?”

“Is there any information I can provide that would help with your decision?”

“If you’re open to it, we can schedule a follow-up chat in a few days to answer any questions you might have.”

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## **Objection: “I’m not sure if this is the right time.”**

Coach Says:

“I hear you! Timing is so important. What’s currently making you feel like this isn’t the right time?”

“From my experience, there’s never a perfect time to start, but there’s always a right time—when you feel called to make a change. Does that resonate?”

“If you waited six months or a year to start, what do you think would change in your situation?”

## **Objection: “I need to ask my partner/spouse.”**

Coach Says:

“That makes complete sense. It’s great that you want to include your partner in this decision. What do you think they’d say?”

“Would it be helpful if we scheduled a quick call where I could answer any of their questions?”

“If they’re supportive, what do you feel would be your next step?”