

THE 4 MOST

COMMON OBJECTIONS



No. 1: MONEY

The reason is no one can know for sure if this is true. We also need to look for warning signs that are presented in the form of questions asked during the conversation. We **MUST** address this by explaining the treatments and providing extreme **VALUE** to counter the patient's doubts on "is it worth it?"

- *Financial objections are the most used objection because that can give the "control" back to the patient*
- *The other reason is we have no idea if it's true or an excuse for ineffective "Value Stack" delivery*
- *We need to dig deeper into understanding the patient's situation.*

No. 2: TIME

This is directly related to how well you "sold" the treatment to the patient. The patient needs to understand the treatments and how it will provide a life **FREE** of the condition that has affected them for so long "Wow what a relief".

- *Patients will only invest time in your treatments if they **FEEL** its worth it!*
- *Does the patient see the true **VALUE** in treatments offered?*
- *An educated and informed patient **WILL** make the logical decision*

No. 3: Will this WORK

This is used when we have not established clarity in the recommended treatment plan or we didn't listen close enough to what the GOALS of the patient were. If we don't know what they need to hear we can't say it!

- *No idea why your treatments and office is different*
- *You need to EDUCATE the patient on the "WHY"*
- *"What if I don't do something?"*

No. 4: Their SPOUSE

If you haven't found out what type of spouse, they have this WILL be used. Are they: Supportive? Excited? Not an issue? If you don't know you will have no answer at the end when you're attempting the "Close".

- *Is the spouse supportive and says "you need to feel good"*
- *Spouse is excited that help is finally on the way!*
- *Spouse needs to be involved in the decision no matter what*

