

SLR LOUNGE

STEP 16

# OBJECTION HANDLING & MASTERY



# TOPICS & QUESTIONS

**Here are the topics/pain points we will address in this module**

- How do I deal with objections?
- When should I stop following up?
- “Wow, that’s a lot of money!”
- “But so-and-so is cheaper...”
- “Do you offer discounts?”
- “Can you come down on price?”
- “But it’s NOT a wedding!”
- “I have to ask my partner first.”
- “I’ll get back to you.”



# **HEADS UP! THIS IS FAST-PACED!**

**I believe that education must quick  
and simple in order to be effective.  
Pause, implement, and repeat.**



# BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

# **SALES GOODIES WORTH \$10K ON THEIR OWN!**

**STEP 16**



# THE SALES HANDBOOK

**Your summary and scripts for the  
sales portion of \$10K for \$2K**

**[CLICK HERE](#)**

**SAVE TO MODIFY: File > Download**

We can't grant access to edit since this will modify the template itself. Please don't request.



# **PYE'S AI SALES & WAVE COACH**

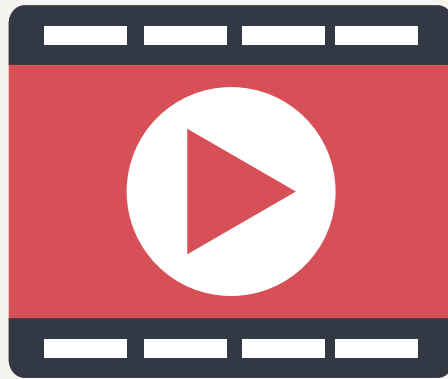
**Use this tool for direct feedback  
on your sales consultations.**

**[CLICK HERE](#)**

## **HOW TO USE**

- 1. Record your sales consultations (via phone or Zoom)**
- 2. Use tools like Describe or Riverside to transcribe into text**
- 3. Upload the text file (.txt - .rtf - .pdf ideal) or paste script**

**NOTE: This is an AI tool, judgement is still  
required! If the AI says something strange,  
please report to the Mentorship Group.**



# SIGNATURE ROLE PLAYS

Watch me use the WAVE in a group  
wedding consultation w/ parents  
present to land a \$24K job!

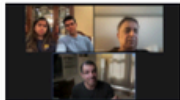
*STEP 14: How to Close EVERY Client! (v2)*



BOOSTER: APPLYING THE WAVE TO OTHER  
GENRES



BOOSTER: \$24K CLIENT BOOKING W/ NARRATION



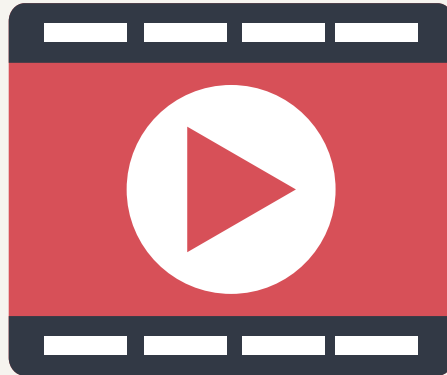
BOOSTER: \$24K CLIENT BOOKING W/O NARRATION



1 2



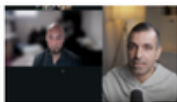




# SIGNATURE ROLE PLAYS

**Best place to see examples of how  
to condense the WAVE into shorter  
phone conversations.**

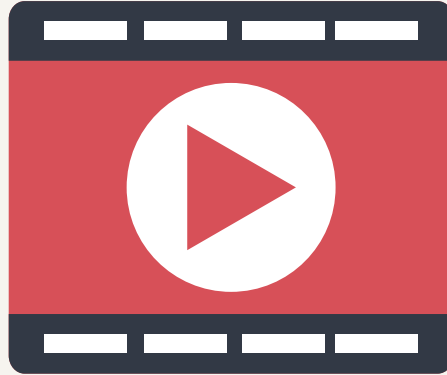
*STEP 15: Master Phone Sales (v2)*



BOOSTER: WAVE PHONE CALL ROLEPLAYING



BOOSTER: WAVE 10-MINUTE CALL ROLE PLAYS



# SIGNATURE ROLE PLAYS

**Best place to see exactly how to deal  
with objections (Meredith), and  
tough sales scenarios.**

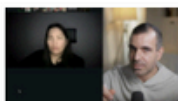
## *STEP 16: Handling Objections & Follow-Ups*



BOOSTER: EVERY CHALLENGE & OBJECTION YOU  
CAN IMAGINE W/ MEREDITH



BOOSTER: SELLING TO MEN W/ ALESSANDRO AND  
TOMMY



BOOSTER: TOUGH CLIENT OBJECTIONS W/ WAVE



1 2



**3 CALLS...**  
**3 EMAILS...**  
**MOVE ON**

**STEP 16**



# **KNOW WHEN IT'S TIME TO LET GO...**

**Before we dive into objections. Let's  
all recognize that at a certain point,  
we have to let them go!**



## HERE'S HOW...

**Fire off your pricing and experience guide with a simple email, and then cut them loose! For example:**

"Hey [NAME], I've tried a few times to get a hold of you. I'd love to chat, but I don't want to keep bothering you.

I've gone ahead and attached my Experience & Price guide, if you have any questions, please [CLICK HERE] to book a free consultation."



# **NOW... OBJECTIONS!**

**One of my all-time favorite topics,  
let's dive into this not-so-hairy-scary-  
monster of a lesson.**

# ACCEPT THAT “NO” ISN'T THE PROBLEM

STEP 16



# **MINDSET TIME!**

**It's time to do some CBT rewiring!**





# **YOUR RELATIONSHIP WITH MONEY...**

**Your fears and relationship with  
money are going to be PAINFULLY  
OBVIOUS when it comes to objections**



## **OBJECTION FEAR(S): “NO” =**

- “I did something wrong”
- “My work/service isn’t good enough”
- “I must have said something bad”
- “This business was a stupid idea”
- “I’m such an idiot for doing this”
- “I’m not good enough as a \_\_\_\_\_”



## **MOST ARTISTS...**

**Are so afraid of hearing objections or the dreaded “no” that we’ll avoid sales or design a sales process that makes it almost impossible to close.**



# **DISCONNECT ALL OF IT!**

**Don't assume the reason your clients  
have objections have anything to do  
with things you fear and worry about.**



# BE AFRAID OF “YES”

Instead of fearing a “no” recognize that “no” gives you a direction, but an empty “yes” ends the conversation.



# **OBJECTIONS = BELIEFS**

**People don't object to facts, they object to the beliefs they hold about those facts. Address the beliefs!**



## **SAMPLE BELIEFS...**

**“This is too expensive” = I don’t know that I value this enough to spend that much money on it.**

**“I need to think about it” = I’m worried that I’m going to make the wrong decision and regret it**

**“Your competitors are cheaper” = I believe all options are the same, so I should be able to pay less**



**REGARDLESS...**

**These objections (beliefs) ARE NOT  
personal attacks on you! They're  
rational thoughts/fears WE ALL have  
about major purchase decisions.**





# TAKE “NO” OUT OF YOUR VOCABULARY

**Despite their requests or objections, you’re going to do your best to avoid saying “no” unless you have to.**



# **SPEAK ONLY TO THE BELIEF(S)**

**We're not going to stress about the objection, we're going to learn to speak purely to the belief behind it.**



## COMMON PHRASES...

- *"It sounds like you feel..."*
- *"It seems like you're worried that..."*
- *"Gotcha, you're not sure if..."*
- *"It sounds like you really value..."*
- *"That's a reasonable concern."*
- *"You're right to think about this."*
- *"I understand... but do you feel..."*

**(P.S. thank you therapy)**

**OBJECTION:  
“WOW, THAT’S A  
LOT OF MONEY!”**

**STEP 16**



**“WOW, THAT’S A  
LOT OF MONEY!”**

**This is just sticker shock, they didn’t  
say you’re not worth the money.**



**BELIEF =**

**“That’s more than I expected.”**



**“It sounds like this was more than you expected and you’re absolutely right, [PRICE] is a lot of money!**

**At the same time, I know this is an investment in something you’ll cherish forever.”**

**OBJECTION:  
“BUT SO-AND-SO  
IS CHEAPER...”**

**STEP 16**





**“BUT SO-AND-SO  
IS CHEAPER...”**

**Don't be offended. They're comparing  
based on what they understand.**



**BELIEF =**

**“I believe I can get the same service, imagery, and experience by hiring someone much cheaper than you.”**



**“I understand that they’re cheaper,  
but do you feel like they’re offering  
the same product or value?”**

# **OBJECTION: “DO YOU OFFER DISCOUNTS?”**

**STEP 16**



**“DO YOU OFFER  
DISCOUNTS?”**

**There's nothing wrong with asking a  
question that we would ALL ask!**



**BELIEF =**

**"Sometimes businesses offer discounts, it can't hurt to ask."**



**“Yes, we do! As you bundle more options, I can offer you package pricing which will reduce the overall cost. For example...”**



**“Yes, we do! In fact, what I’ve built for you already has package pricing which has reduced the overall cost by [\$\$\$]...”**



**OBJECTION:  
“CAN YOU COME  
DOWN ON PRICE?”**

**STEP 16**



**“CAN YOU COME  
DOWN ON THE PRICE?”**

**If they have a problem with price, this  
will be their final question. Again,  
you’ll respond with a YES!**



**BELIEF =**

**“I like what you’re offering, but I’m not sure I believe there’s enough of what I value to justify the price.”**



**“Absolutely. It sounds like there might be something here that’s that’s not as important to you.**

**Is there anything in your package that you feel like you don’t need or want? For example, if we remove [X] then I can bring the price down to [PRICE].”**

**OBJECTION:  
“BUT IT’S NOT A  
WEDDING!”**

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# **“IT’S NOT A WEDDING, SO...”**

- **“We’re not having a reception.”**
- **“Nobody is in wedding clothes.”**
- **“It’s just a party, not a wedding.”**



**BELIEF =**

**“This is probably going to be a lot less work for you, so I shouldn’t be charged the same amount.”**



**“I’d be happy to give you my event rate if you’re looking for 3 hours or less of basic event coverage on a day that isn’t Saturday or Sunday.”**





**“Ahh, gotcha. It sounds like your event will be smaller than a typical wedding, so I understand why you’d ask. I would do the same thing.**

**I price based on opportunity, meaning if I take your wedding, I actually turn down any other business that comes my way. Does that make sense?”**

# **OBJECTION: “I HAVE TO ASK MY SPOUSE FIRST”**

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**“I HAVE TO ASK MY  
SPOUSE FIRST...”**

**Sometimes it's valid, sometimes this  
is just an excuse, either way I want  
you to present a solution!**



**BELIEF =**

**“I’m not the decision maker here.” or  
“I want my partner to validate my  
decision so I don’t get in trouble.”**



**“I totally understand. I want your (husband/wife/spouse) to be on the same page as well. How about we loop them into our call right now?”**



**“OK, no worries. Look, I’d love to chat with your (spouse) as well and make sure we incorporate their wants and values into our shoot just like I did with you. It would be fun to hear their answers to the WAVE wouldn’t it?”**

**How about we continue our conversation with them [DATE/TIME]?”**

**OBJECTION:  
“OK, I’LL GET BACK  
TO YOU...”**

**STEP 16**



**“OK, I’LL GET BACK  
TO YOU...”**

**Often because they’re not seeing the  
value in our offering, sometimes because  
they genuinely just need more time.**





**BELIEF =**

**“I don’t feel like I’m ready to make this decision yet” or “I don’t know that I’m seeing enough value here.”**



**“No worries. It is a big decision. It sounds like something might be giving you pause. Do you have any questions or concerns that I can help you answer while I have you on the phone?”**



## OPTIONAL FOLLOW-UP

**“I know sometimes we just need time to think, but look, I want to help you guys find a good fit even if it’s not me. Even if I get booked up for your date, I do want you to feel free to use me as a resource if you have any questions as you continue your search. Here’s my cell phone number [#], feel free to text or buzz me anytime.”**

# COMPLETE SALES CHECKLIST AND AI

STEP 16



# **WIN OR LEARN**

**When it comes to EVERY sales conversation, you either WIN or you LEARN. As long as you learned, there is no failure in the process.**

# POST SALES CHECKLIST & AI ANALYSIS

STEP 16

# POST CONSULT CHECKLIST

**Use this checklist for actual sales consults as well as role plays. Be 100% honest. More  Better. Were you:**

- ☐ Speaking to a qualified lead?
- ☐ Timely in calling them (5-min rule)?
- ☐ Smooth in opening the conversation?
- ☐ Quick to develop a sense of trust/advocacy?
- ☐ Avoiding feature selling and technical details?
- ☐ Quick and skillful transitioning to the WAVE?
- ☐ Able to obtain their values from the WAVE?
- ☐ Presenting a solution that fits their values?
- ☐ Holding them in a limbic/emotional space?
- ☐ Asking for the close directly, with confidence?
- ☐ Attempting to resolve questions/concerns?
- ☐ Communicating clearly, and with advocacy?
- ☐ Scheduling the next step (if you couldn't close)?



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