

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.



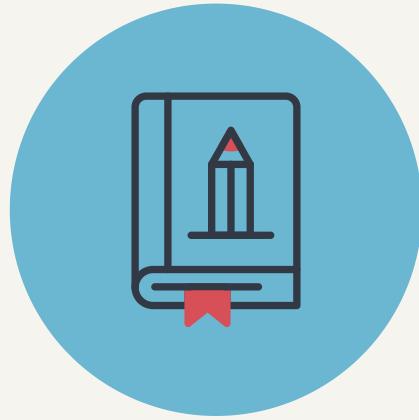
BETWEEN SESSIONS

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!





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

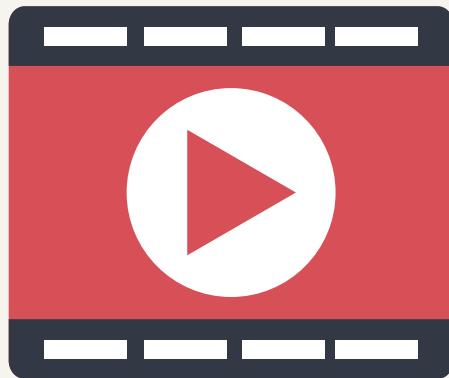
**Use this tool for direct feedback
on your sales consultations.**

[CLICK HERE](#)

HOW TO USE

1. Record your sales consultations (via phone or Zoom)
2. Use tools like Descript 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

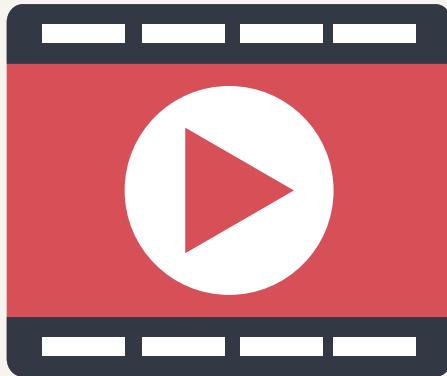


BOOSTER: \$24K CLIENT BOOKING W/O NARRATION



1 2





SIGNATURE ROLE PLAYS

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

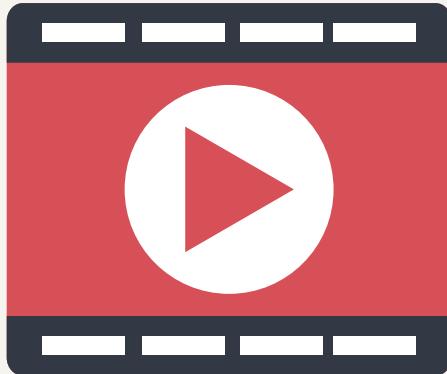
STEP 15: Master Phone Sales (v2)



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.

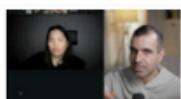
STEP 16: Handling Objections & Follow-Ups



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**





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."

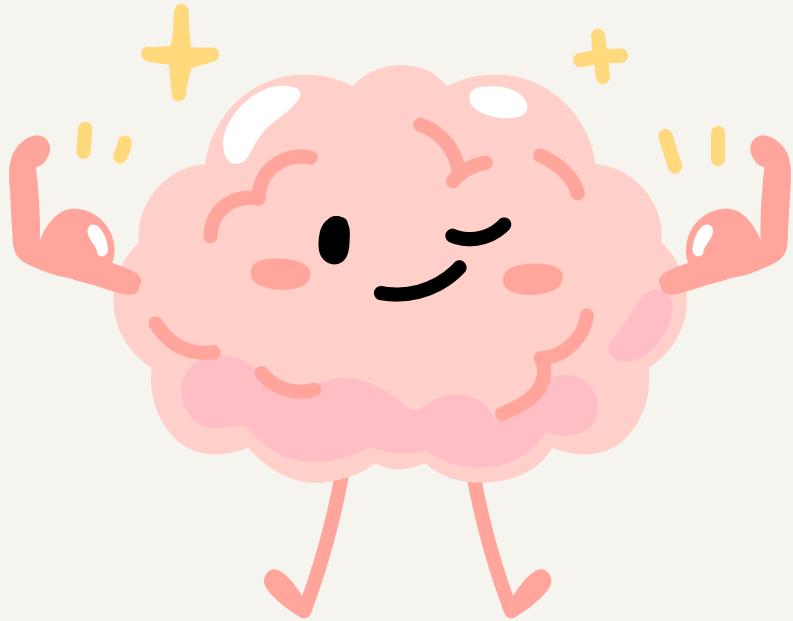


NOW... OBJECTIONS!

**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**



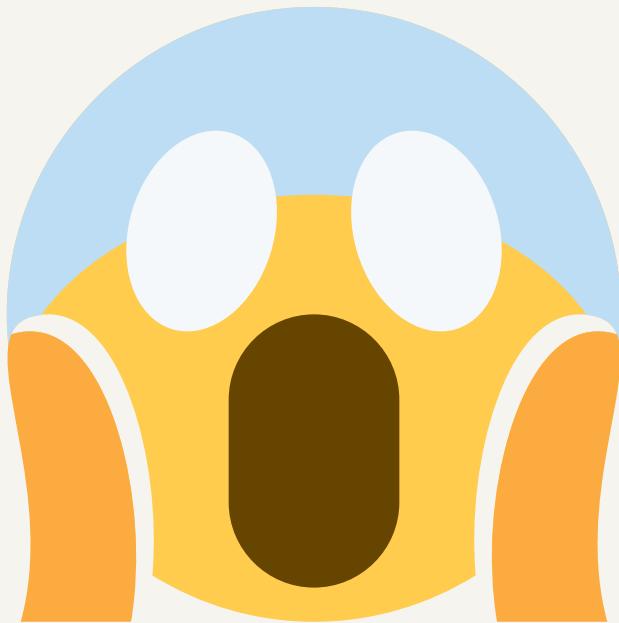
OBJECTION FEAR(S): “NO” =

- “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.**



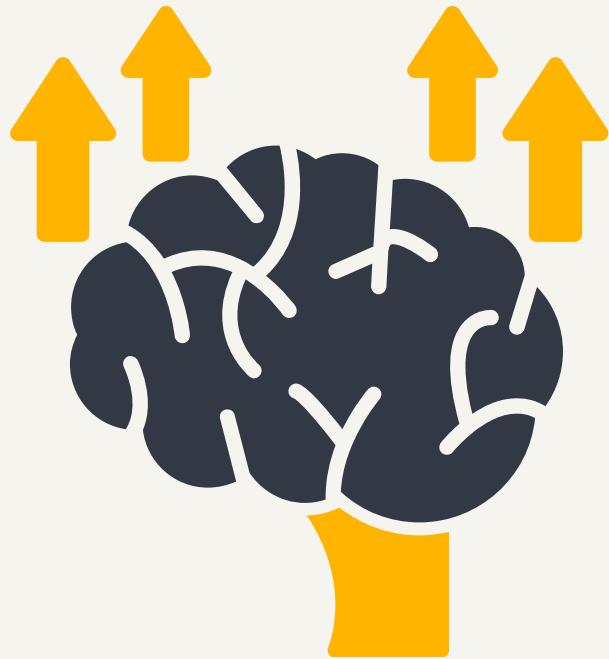
DISCONNECT ALL OF IT!

**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.



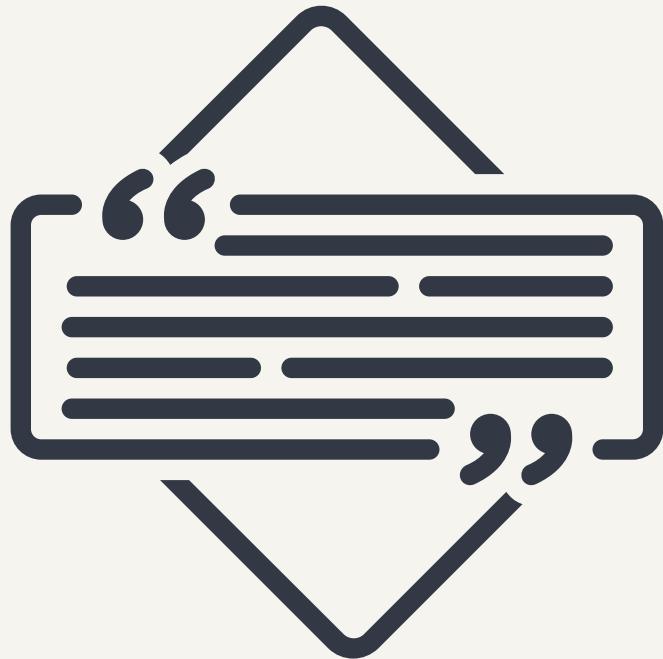
TAKE “NO” OUT OF YOUR VOCABULARY

**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

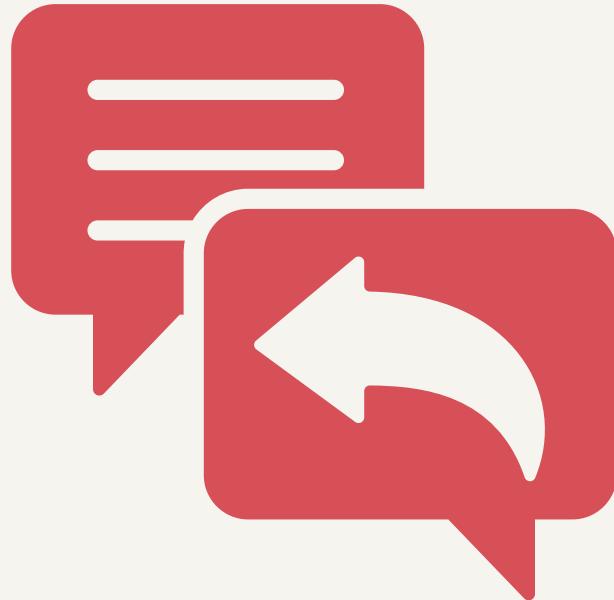


**“WOW, THAT’S A
LOT OF MONEY!”**

**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...”





**“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?”





“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?”





“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!”





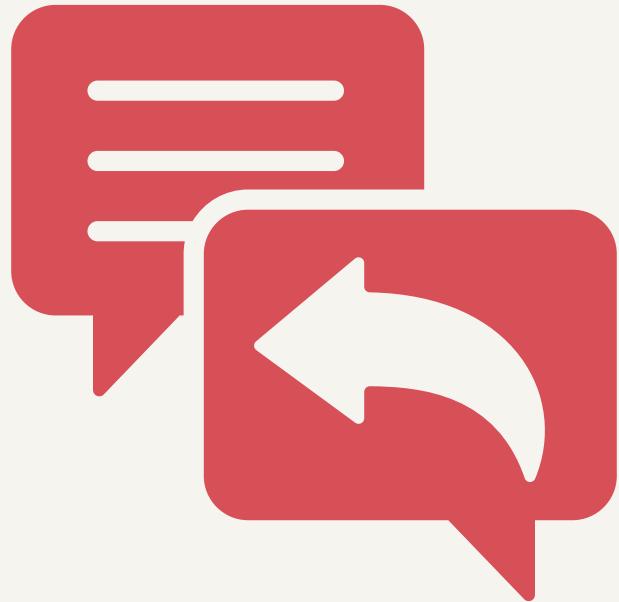
“IT’S NOT A WEDDING, SO...”

- “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”





“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...”





**“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





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)?



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 Descript 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.