

Objection Obliteration Techniques For Group Presentations – Volume 2

1. Most objections are beliefs

2. Beliefs can change

3. You can change beliefs during talks

4. You must have 100% conviction when utilizing
these patterns

5. Once you learn the patterns, you will write your own

6. You must have empathy and respect when you use these patterns. How you say it makes the difference.

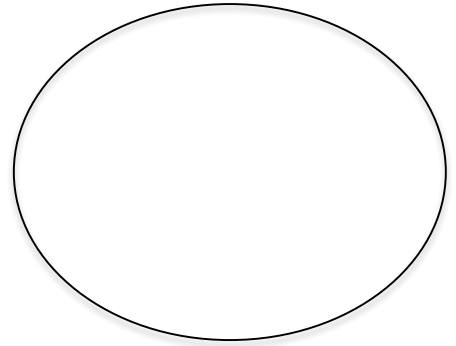
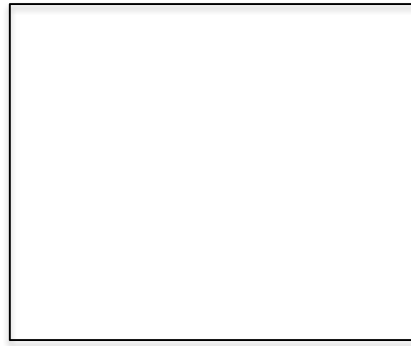
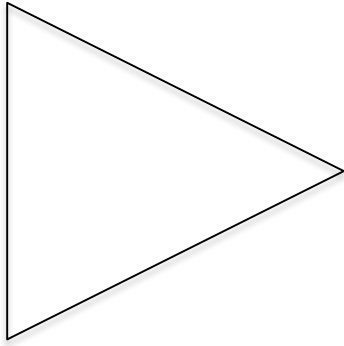
7. You can use these patterns “within a story”

8. You can use this pattern as a “third person”

9. You can use this on its own

10. You are directing your audience to another way of thinking, looking and experiencing the issue.

The structure of a belief (objection)



Cause

Effect

Meaning

Cause: \$5,000 for chiropractic care

Effect: It is too expensive

Meaning: I am going to wait

Cause: My insurance does not cover your chiropractic care and I do not have \$ 5,000 right now to spend

Effect: I am going to find a Doctor that will accept my insurance

Meaning: therefore I am not to sign up today

Belief/Objection:

Cause ⇒ Effect = Meaning

Cause: Committing to Chiropractic care 3 times a week

Effect: would require too much time, that I don't have

Meaning: which means I am not going to sign up (I am going to think about it, I am going to wait and see what happens, I am going to wait and do it later when I have the time)

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Hierarchy of Criteria Pattern: You challenge the current objection by suggesting a more important criteria (value) that the audience should be thinking about.

Hierarchy of Criteria Pattern: Cause ⇒ Effect:

"I appreciate what you are saying, I can see how 3 times a week may seem like a lot, but don't you think that having your health is MORE important than saving an hour or so a week?"

"Don't you think it's more important to have good health, than reasons of why you can't?"

"I appreciate what you are saying, I can see how 3 times a week may seem like a lot, but don't you think that being able to achieve/experience _____(goals) is MORE important than investing an hour or so a week?"

Hierarchy of Criteria: Effect = Meaning (complex equivalence):

"Is having more time a week and allowing your conditions to get worse MORE IMPORTANT THAN fixing your spine so you can enjoy your life NOW and in the future?"

"Which one do you prefer: having 100% of your time and living at 50% capacity or 99.9% of your time living at 100% capacity?"

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Consequence: You challenge the current objection by introducing the consequences of the belief and the consequences if no new action is taken

Consequence: Cause ⇒ Effect

“I wonder what could happen with someone who believes that there is a limit to the amount of time they are willing to invest in their health”

Consequence: Effect = Meaning (complex equivalence)

“I appreciate your position and what I have found is that people who want to wait and see what happens end up investing 10 times more later on because their condition got worse and their spines requires more work.”

“Hmmm... I'm curious if you've thought about how not making time for your personal health is going to impact your future?...”

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Another Outcome: You challenge the current objection by shifting the focus of the audience and introducing something new. You change the topic on them.

Another Outcome: Cause ⇒ Effect

“The issue is not that 3 times a week is a lot, the issue here is how many adjustments you need to stop the disease building process and get your health back on track.”

“The issue is not that 3 times a week is a lot, the issue here is how are we going to rearrange your calendar to make the time to save your health while we can.”

Another Outcome: Effect = Meaning (complex equivalence)

“Whether you want to wait and see what happens or find a better time in the future isn't the issue, but rather how important your health is to you — because we always make time for things that are important to us — wouldn't you agree?”

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Metaphor/Analogy: You challenge the current objection by telling a story, analogy or a metaphor

Metaphor/Analogy: Cause ⇒ Effect

“Saying that 3 times a week is a lot to have a healthy spine, is almost like saying that brushing your teeth or showering 3 times a week is a lot, the only difference is that a bad teeth and stinky body has not caused any death.”

“Who’s your favorite athlete/actor/singer? Great, be honest, if _____ wanted to meet you here 3 times next week, wouldn’t you find the time? So it’s not about having the time, it’s about what’s important to us. Aren’t you worth it?”

Metaphor/Analogy: Effect = Meaning (complex equivalence)

“Waiting and allowing your spine to get worse because you don’t have time to fix it now is just like not filling your taxes because you are too busy. Eventually the IRS will catch up with you and charge you fines, penalties and interest. The difference is the subluxations in your spine don’t negotiate, and, in extreme cases, instead putting you in jail they will kill you.”

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Redefine: You challenge the current objection by redefining the meaning of the words that are used in it.

Redefine: Cause ⇒ Effect

“3 times a week is not a lot, it is minimal. It is 1.78% of the time you have available every week.”

*“The problem may seem like you can't **find** the time, but the real problem is how are we going to **re-organize** your schedule to make the time?”*

Redefine: Effect = Meaning (complex equivalence)

“It is not that you want to wait and gamble with your health, it is that you are committing your time to different activities other than your health, true?”

“The problem may seem like you can't find the time now and you want to wait, but the real issue is how we are going to re-organize your schedule to make the time to save your health?”

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Exaggerate: You challenge the current objection by exaggerating it to a ridiculous level. When you exaggerate, you will create a new context

Blowing up: Cause ⇒ Effect

“If you were to get a check for \$ 10,000 for every time you come here, would you still think that 3 times a week is a lot?” (jokingly smile)

“Ask your wife if committing to marriage 3x/week for 90 days is a lot?”

“We're talking about 3 hours out of 168?”

Blowing up: Effect = Meaning (complex equivalence)

What do you think would have happened to the thousands of patients that we have helped if they adopted the belief “I am going to wait and allow my spine to get worse because I don't have the time?”

What do you really think would have happened?

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Chunking Down: You challenge the objection by breaking down parts of the belief. You can use words like: how specially...? How do you know....?

Chunking Down: Cause ⇒ Effect

What do you mean by a lot? How specifically you don't have the time improve your health?

“Coming 3 times a week is a lot? What let's you know when something is a lot?”

“No time you say? What let's you know when something requires too much time?”

Chunking Down: Effect = Meaning (complex equivalence)

I am curious, how exactly can “delaying your care” prevent your disease from getting worse?

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Counter-example: You challenge the current objection by introducing an exception to it.

Counter Example: Cause ⇒ Effect

Is it possible that 3 weekly adjustments can improve your health so much that you actually become even more productive with your time than you are now?

“If this was the only treatment available to save your child’s life, NOW could you find the time?”

“How you ever been capable of finding 3 hours per week, in your busy schedule?”

Counter Example: Effect = Meaning (complex equivalence)

Have you ever committed to something that has required time and you benefited from it?

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Intention: You challenge the current objection by highlighting the positive intention of it, or by challenging the negative one

Intention: Cause ⇒ Effect

“I wonder if you see your health in terms of ‘not having enough time’, in order to avoid making a commitment to something you can’t follow through with?...

Because we all want to be congruent.... And could it also be that this belief of

“not having enough time” protects you from being accountable to your health?”

Intention: Effect = Meaning (complex equivalence)

“Mr _____, I am assuming that the intention of “wanting to wait” was because you wanted to make sure you are doing the right thing for your health, true? (yes). What has to happen for you to feel you are doing the right thing for your health?”

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Model of the world You challenge the current objection by demonstrating that it is only true in their model of the world (how they see and experience things). You introduce a new model of the world as a counter-example to the objection.

Model of the world: Cause ⇒ Effect

“How interesting to see that in your model of the world, your health is determined by the amount of time you have available. In many people’s model of the world, the amount of time you have available is determined by your health”

Model of the world: Effect = Meaning (complex equivalence)

“I can appreciate your perspective, that you want to wait and wish to take care of this issue in the future. Not everybody is willing to gamble with their health though. In fact, most my patients have careers, families and other obligations but BELIEVE without their health, none of the other things can exist.”

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Reality Strategy: You challenge the objection by questioning the perceptions that were used to form that belief

Reality Strategy: Cause ⇒ Effect

“What let's you know 3 times a week is a lot? How would you know that 3 times of week is not a lot? “

“How do you represent that belief to yourself?” (Pause) “How would you know if that wasn't true?”

Reality Strategy: Effect = Meaning (complex equivalence)

How would you know that waiting and risking your health is the best alternative for you?

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Apply to self: You challenge the current objection by turning it around onto the audience - by saying (or implying) the consequence they suggest is applicable for you, really it is applicable for them.

Apply to self: Cause ⇒ Effect

"The other day someone told me "Chiropractic care 3-times a week is a lot" ...I told the person..."I appreciate how you feel...you are not the first patient that told me that...and the way I see it..."a lot" is when you allow your spinal cord and your nervous system to get crushed every second, every minute and every hour of the day when you are sitting under gravity, now THAT IS A LOT...."

"Wow! That's an interesting belief about time. It must have taken a lot of time to start thinking that way."

Apply to self: Effect = Meaning (complex equivalence)

I am curious, what if your nervous system were to tell you "I am going to wait to fix my problem and just hope to get better? Would that make any sense?"

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Change the frame size: You challenge the current objection by taking a larger viewpoint or perspective.

Change the frame size: Cause ⇒ Effect

“In the big picture, isn't it wise to invest one hour or so a week in your health so you can live years with abundant vitality, energy and disease free?”

“In the big picture don't we just have time? And isn't our amount of time on this earth determined by our health?”

Change the frame size = Meaning (complex equivalence)

“In a big picture of things, isn't waiting and allowing the disease process to get worse a form of slow-motion suicide?”

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Meta Frame: Challenge the basis behind the objection, rather than the objection. Imagine if God were to address this objection. This can be an aggressive pattern. Use it as a last resort

Meta Frame: Cause ⇒ Effect

“Is it possible that you're saying you don't have the time because you don't truly understand the importance that your nervous system plays in your health and in your life?”

Meta Frame: Effect = Meaning (complex equivalence)

“Is it possible that the reason you are saying you want to go home and think about it is because you really don't understand the importance of a healthy spine and that NOT treating your subluxations could have serious health consequences?”

“Is it possible that the reason you are saying that you want to wait and find a better time in the future is because you don't truly understand the urgency of your situation?”