

# Objection Obliteration Techniques For Group Presentations – Volume 1

1. Most objections are beliefs

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2. Beliefs can change

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3. You can change beliefs during talks

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

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

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

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

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

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9. You can use this on its own

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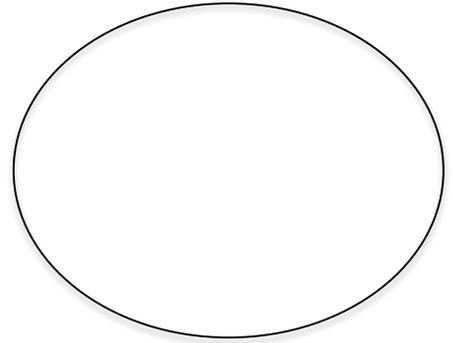
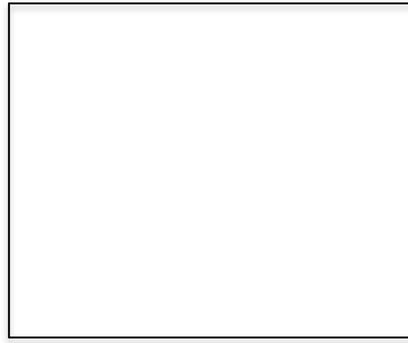
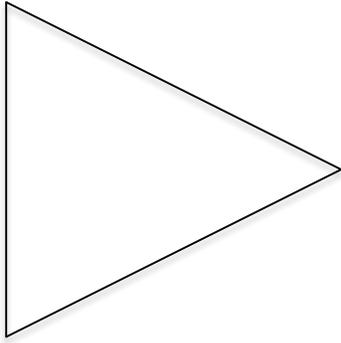
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10. You are directing your audience to another way of thinking, looking and experiencing the issue.

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# The structure of a belief (objection)



**Cause**

*Effect*

Meaning

**Chiropractic care 3 times a week** *it is a huge time commitment and I do not have that time right now, so I am not going to sign up.*

**My insurance does not cover your chiropractic care** *and I do not have \$ 5,000 right now to spend. I am going to find another Doctor that will accept my insurance.*

## **Belief/Objection:**

**\$5,000 for chiropractic care** *is too expensive.* Therefore, I am going to wait.

**Cause > Effect = Meaning**

**Cause: \$5,000 for chiropractic care**

*Effect: It is too expensive*

Meaning: I am going to wait

**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:**

**Cause:**  
**\$5,000 for  
chiropractic care**

*Effect:*  
*It is too expensive*

Meaning:  
I am going to wait

*“Isn’t living a life drug, surgery and disease free more important than a false sense of financial security that \$ 5,000 dollars can give you?” Isn’t your health and vitality more important than any amount of money?”*

**Hierarchy of Criteria: Effect = Meaning**

*“Is waiting and allowing your current conditions to get worse more important than watching your grandkids get married (insert goals)?”*

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

**Cause:**  
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*Effect:*  
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**Consequence: Cause ⇒ Effect**

*“For me, expensive is NOT being able to do things we want to do because our health is not there. Expensive is to see the suffering and the despair of our relatives and loved ones when we are sick, now THAT is expensive.”*

**Consequence: Effect = Meaning (complex equivalence)**

*“I am curious, is waiting a strategy for you to get healthy? What do you think the subluxation in your spine will do to your body while you wait? Do you think the subluxation in your spine will wait for you to make a decision? Are you still willing to wait knowing that your problem will become irreversible at some point?”*

*“Hmmm... I’m curious if you have ever given it some real thought as to what’s going to happen to your health and body in the future, if you wait?”*



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

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**Another Outcome: Cause ⇒ Effect**

*“The issue is not if chiropractic is expensive, the real issue here is if you are committed to invest in your health so you can achieve the goals you told me.”*

*“The issue is not the \$ 5,000 investment in your health, but rather creating a personal care plan for optimal health that YOU feel comfortable with... so let’s focus on that?”*

*“Whether it costs too much and you wait is not the issue but rather we can focus on your health and vitality and get you back to the way nature intended.”*

**Another Outcome: Effect = Meaning (complex equivalence)**

*“It is not like you want to wait and allow your health challenges to get worse, the real issue here is how we can help you improve your health issues immediately, true ? “ (Yes)*

*“Correct me if I am wrong, but the real issue here is not that you want to wait and see your heath deteriorate, the real issue here is*

*that you want to find a way to improve your health safely and naturally, true?”*

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

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**Metaphor/Analogy: Cause ⇒ Effect**

*“Would you say the same thing if it were a cancer treatment?”*

**Metaphor/Analogy: Effect = Meaning (complex equivalence)**

*“Trying to be healthy by working out and eating the right foods without taking care of your nervous system is like driving a clean car, with an awesome stereo with an engine that is leaking oil. It just a matter of time for the equipment to die.”*

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

**Redefine: Cause ⇒ Effect**

*“\$ 5,000 in care is cheap when you consider the fact that a chiropractic lifestyle will help you eliminate the cost of drugs, hospitals, doctors visits and MOST important, the lack of freedom a sick person has.”*

*“It’s not that it costs too much, it’s that you haven’t fully realized how valuable your health is.”*

**Redefine: Effect = Meaning (complex equivalence)**

*“It is not that you want to wait and allow this disease to keep impacting you, it is that you want to have the confidence that chiropractic care will help you, true? What has to happen for you to feel 100% confident that we can help you?”*

*“You and I both know that this it NOT about waiting and see your spine decay, this IS about having the right care to get you healthy as soon as we can, true? What has to happen for you to know you have the best care in place to get the results you want?”*

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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.

**Exaggerate: Cause ⇒ Effect**

*“Do you think only the celebrities; professional athletes and wealthy businessman have the \$ 5,000 dollars to invest in their health to improve their lives?”*

*“So are you saying that you would never invest \$ 5,000 to save a life because it is too expensive?”*

**Exaggerate: Effect = Meaning**

*“So are you saying that if you had your hand touching a hot stove you would wait to remove it because you have to think about it?”*

*“I am just curious, if your bank account was being overcharged every month by mistake, would you wait and see what happens?”*

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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....?

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**Chunking Down: Cause ⇒ Effect**

*“What do you mean “too expensive? Specifically, how is investing \$ 5,000 in your health to protect you against deadly diseases like cancer and heart disease too expensive?”*

**Chunking Down: Effect = Meaning (complex equivalence)**

*“Interesting. How specifically can “waiting” fix your spine problems?”*

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

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

**Cause:**  
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chiropractic care**

**Counter Example: Cause ⇒ Effect**

*Effect:*  
*It is too expensive*

*“Is it possible to spend \$ 5,000 on yourself and it end up being one of the best investments you ever made?”*

**Meaning:**  
**I am going to wait**

*“Have you ever spent a considerable amount of money and later on you realized it was one of the best things you have ever done in your life?”*

*“So, you will never invest \$ 5,000 in your health to improve the quality of your life?”*

**Counter Example: Effect = Meaning (complex equivalence)**

*“Have you ever waited until the last minute to buy something and when you finally made a decision to do it was not there anymore? We all have done it, but I am not talking about a product here Mr. \_\_\_\_\_, I am talking about your most important asset, your health, I want to make sure we can do something about it while we can.”*

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

**Intention Cause ⇒ Effect**

*“I am assuming you are saying this because your intention is to be conservative with your finances so you don’t invest in unnecessary things, true? (yes). But, I really can not think of a better investment than investing in yourself because you and I both know your health is 100% necessary for you to enjoy your life, alone and with your loved ones.”*

**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 to your health?”*

*“So in believing it costs too much and wanting to wait you probably want to make sure that YOU DO NEED THIS and that YOU’RE MAKING the right decision. That’s great. And I just wonder what other ways you have found, or could find, that*

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*would allow you to make that decision today and feel good about it?”*

**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.

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**Model of the world: Cause ⇒ Effect**

*“Not everybody believes that \$ 5,000 is expensive to invest in one’s health. It is a matter of fact, the 798 (exact number) families that came to this office last month believe that a mere \$ 5,000 investment in their health is a bargain when compared to the financial and emotional cost of being sick. The majority of our patients see health a little differently. Because they believe that health is the most important thing they have in their lives, they believe that a \$ 5,000 investment is more important than the car they drive, the type of the clothes they wear and the restaurants they go, because they know, ultimately, that while these things are fun, they become meaningless when your health is gone.”*

*“Did someone teach you to think about your health in this way?  
Or did you come up with this on your own? Are you glad you  
adopted this belief as your model of the world? Do you know*

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*anyone else who has a different perspective that seems to enable them to make decisions about their health in a quicker manner?”*

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

*“Not everybody has this belief of “I want to wait and see what happens with their health”. As a matter of fact, our patients have a different belief system. Because they understand that if they don’t have health, they don’t have anything, they don’t take their health for granted. When money is an issue for our patients, they prefer to wait to get a better car, a better vacation, and better clothes so that they can take care of their health immediately. One couple, patients of ours once told me: “Dr. \_\_\_\_\_ diseases don’t wait for us, so we should not wait for the diseases. We take care of our health now.”*

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

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**Reality Strategy:** Cause ⇒ Effect

*“Do you mind if I ask, ‘What specifically led you to believe \$5000 is too expensive’?”*

*“What makes you think \$5000 for chiropractic care is expensive?”*

*How do you represent “too expensive”? How do you know it’s too expensive and not an absolute necessity?*

**Reality Strategy:** Effect = Meaning (complex equivalence)

*“Do you mind if I ask, ‘What specifically led you to believe waiting is the best option’?”*

*“What makes you think waiting is the best option?”*

**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.

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**Apply to self: Cause ⇒ Effect**

*“Wow, that is a very expensive belief to have.”*

*“This belief will make your health really expensive in the long term.”*

*“Thinking this way will **COST** you your health”*

**Apply to self: Effect = Meaning (complex equivalence)**

*“Why don’t you make these diseases wait by taking action towards your health today?”*

*“If you want to wait, why not wait on the others things that don’t improve your health so you have the money necessary to take care of your spine today?”*

*“If you like the idea of waiting, I have a suggestion for you. Why don’t you make cancer, hearth disease and your allergies (their*

*condition) wait while you enjoy your health and your life fully today. Is that a good idea?"*

*"Waits in the gym are beneficial, waiting to make a decision can cost you your life."*

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

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**Change the frame size: Cause ⇒ Effect**

*“It may have felt that way today, but 6 months from now when your health has improved it will feel like a bargain”*

*“It may seem like it’s expensive now, but when you look at the bigger picture, can you really put a price tag on your health?”*

**Change the frame size = Meaning (complex equivalence)**

*“Waiting to fix your spine today may sound like a good idea, but in the big scheme of things, when you look at the long-term and negative impact that these subluxations may have in your body, waiting is the one of the worst things you can do. Why would you wait for your conditions to get worse?”*

**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.

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**Meta Frame: Cause ⇒ Effect**

*“You are saying that because you have not experienced the real consequences of having a decayed spine, now, that is expensive!”*

*“Is it possible that you’re saying this because you haven’t considered the fact that without your health, you have nothing?”*

*“Is it possible that you’re saying this because you haven’t fully considered what life would look like without your health?”*

**Meta Frame: Effect = Meaning (complex equivalence)**

*“In my opinion, if you want to wait to do something about your spine means that you really don’t understand the impact that your nervous system has in your health and you don’t understand the impact that your health has in your loved ones.”*