

# 5 SCRIPTS

TO CONFIDENTLY HANDLE THE  
COMMON OBJECTIONS OF

***NOT ENOUGH TIME &  
NOT ENOUGH MONEY***

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## 5 Scripts To Confidently Handle The Common Objections Of Not Enough Time And Not Enough Money

For any of these objection handling techniques to work, then you need to have established a good fit with the prospective client. If your offer doesn't fit what he or she needs or wants, then no amount of good objection handling will close the sale.

- 1. Cash Flow.** When a prospect says, "I can't afford it", you need to ask if they mean that they can't afford this now, or they can't afford it ever. If it's that they can't afford it now...

*"I understand about cash flow issues. Everybody has cash flow issues. I'd really like to make this work for you, and to do it in a way that fits in with your budget and timing and still lets you do the work that we just figured out you needed to do. I'd love to work out a payment plan for you."*

- 2. The Realignment of Desire.** When a prospect says, "It's not the right time", and they have told you that this is something that they would get immense value from, then you need to be willing to call them on this.

*"I hear you say this is not the right time. I want to ask you a question. I heard you say before that this was something that you needed to get fixed with an importance of 9 out of 10 because of [these reasons that they shared previously], so pretty important. And now I hear you say that it's not important at all. Where are you really on this?"*

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- 3. Time Mirror.** When a prospect says, “It’s not the right time”, feel free to ask...

*“When would be the right time? In my experience, there really is never a perfect time to get started. But if you have a problem that you’d like to get solved, then I want to suggest that we set a date. Even if that date is for sometime in the future, even if it’s not right now, then you’re sending a strong [energetic] signal that this is something that you’re committed to make happen.”*

- 4. Active listening, social proof and sweep aside.** When a prospect says, “I can’t afford it”, the most important thing to do is to acknowledge their objection. Nobody likes to be ignored or to be told that they’re wrong!

*“I understand how you feel. Others felt that way too, in fact, some of our best clients felt that same way when they first started considering our services. But, after they started using our services, they found... [1-2 reasons why their financial return was greater than the cost].*

If the objection here is about time, then you would switch out at the end and replace with the 1-2 reasons why your services actually gave them back more time.

- 5. The Reversal.** When a prospect says, “I can’t afford it”, you can try a provocative reversal.

*“And that is exactly the reason why you need this. Do you know, if you’ve been in business for this long (OR waiting to get this problem fixed for so long), and you can’t afford it by now, then you’ll never be able to get ahead and be able to afford it in the future. Sometimes, you just need to make the leap.”*