



A Sales Primer Through Converting Objections into Commitments

By Jake Sasseville

When we discuss enrollment, especially for high-ticket retreats like yours, we often encounter objections. The skill lies not just in handling these objections, but in transforming them into commitments. This process is more than a sales technique; it's a method to deepen connections and truly understand and meet the needs of your prospective guests.

The Approach:

Converting objections isn't about countering arguments, but about opening a space where possibilities can be explored together. It involves listening, respecting, and addressing concerns not as barriers, but as doors to deeper understanding and agreement.

We'll dive more into this in the Sales Genius pathway but I wanted you to have something as part of Foundations.

Here's my 10-step process for converting any objection into a commitment.

CORE STEPS AND QUESTIONS TO GUIDE THE CONVERSATION:

OVERLOOK INITIALLY

- *Explanation:* Sometimes, objections are not the real hurdle but surface reactions. Giving space allows deeper issues to emerge.
- *Question:* "I hear your concern about [objection], could you share more about what makes this a hesitation for you?"

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ACTIVELY LISTEN

- *Explanation:* Show genuine engagement with their concerns to build trust and respect.
- *Question:* "It sounds like you have some reservations about [objection], can you elaborate a bit more on that for me?"

REFLECT RESPECTFULLY

- *Explanation:* Echo their words back to them to show understanding and that their viewpoint is being considered.
- *Question:* "So, what I'm hearing is that you feel [summarize objection], is that right?"

SEEK CLARIFICATION

- *Explanation:* Dive deeper to uncover the root of the objection, showing you care about their concerns.
- *Question:* "What about [specific aspect of the objection] is most concerning to you?"

ISOLATE THE OBJECTION

- *Explanation:* Confirm that this is the main concern and there aren't other unspoken hesitations.
- *Question:* "Is there anything else other than [objection] that might be holding you back from deciding?"

EMPATHIZE AND SOFTEN

- *Explanation:* Validate their feelings to show alignment and support.
- *Question:* "I completely see why [objection] might worry you. Many have felt similarly before finding that..."

POSE A QUESTION

- *Explanation:* Reframe their objection as a question that invites them to view the situation from a new perspective.
- *Question:* "What if I told you that [solution to objection]? How would that change things for you?"



CONFIRM AND CHECK

- *Explanation:* Ensure that the objection is resolved and reaffirm their readiness to proceed.
- *Question:* "Does this address your concern about [objection]? Are we ready to move forward?"

PROCEED CONFIDENTLY

- *Explanation:* Act confidently as if the commitment is natural next step.
- *Question:* "What are the next steps you'd like to take to secure your spot?"

Embracing these steps not only smoothens the path to enrollment but also builds a foundation of trust and respect. These conversations aren't just transactions; they're opportunities to create lasting relationships and deliver true value. Remember, every objection is a chance to deepen a connection and bring someone closer to saying 'yes' to transformation at Imiloa. Let's turn those objections into opportunities together.