

# Tongue Fu



# Deflection

Objection	Really means		Strategy	
I need time to think about it	I am not sold yet	The Arm Lock™	Decisions are made with information, not time. The problem we think is that the longer we wait the more information we are going to have. I am the only source of information you can have to make the decision. So what are your main concerns so we can work through them?	I totally understand, but you have already been making this decision for the last [X TIME]. You made the decision to do [X] which didn't work, [Y] which didn't work. You already made the decision that you want to [GOAL], but now we are just going to explore a better way which is actually going to get you there.
I need to speak with my spouse/partner	I am not sure I'm a yes. I don't trust myself. I want to buy myself some time.	The Arm Lock™	I respect that. Making sure your home environment is aligned with what you want to achieve is essential. I will mute my microphone and turn off my camera so you can call your partner now, then I will come back in 5 minutes.	
The timing isn't right	This feels overwhelming I don't know if I have time for this This is more involved than I was expecting	Why now? Why not later?	How much time do you spend thinking about this?	We're thinking about this the wrong way. Rather than thinking about this from time or energy. We need to reframe how we can increase your capacity to do this.
Can I speak with one of your clients?	I am not trusting something I am hearing I doubt myself	Screenshots	There's 3 reasons people don't join. Do you trust we can get you the result? Do you trust the system? The final reason, couldn't it be a possibility that you don't trust yourself?	Superhero Case Study Builder™
I don't feel comfortable committing to 12 months	I don't want to feel trapped if this doesn't work I have been disappointed in the past I don't trust myself	Love it or leave it	There's 3 reasons people don't join. Do you trust we can get you the result? Do you trust the system? The final reason, couldn't it be a possibility that you don't trust yourself?	I get it. You have been trying for X and wasted your money on A, B & C. How much longer are you going to keep trying?
I can't afford it	Do I see the value? What am I going to lose vs gain? Don't value themselves enough They believe they can find a less expensive option They aren't willing to prioritise it enough	Love it or leave it	Boost plan	Godfather offer
What's your success rate?	Will this work for me? Will I be the exception? I want certainty	How do you measure success?	Screenshots	Interviews



