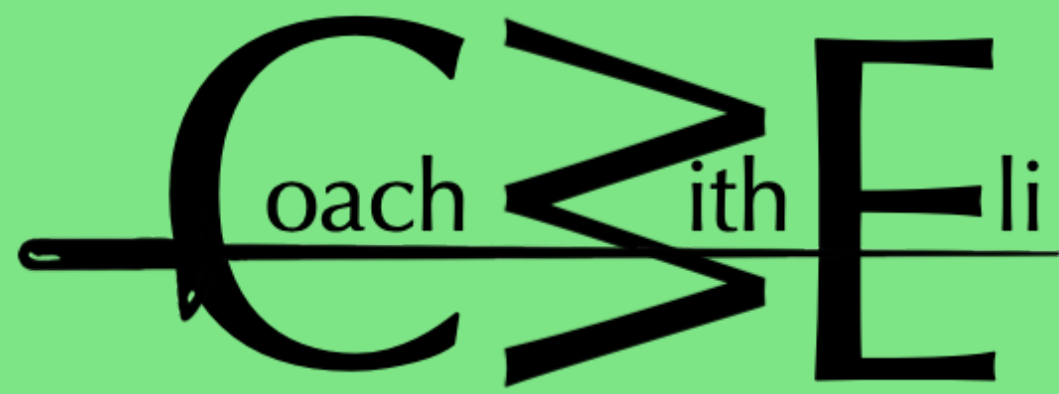


Practice Makes Perfect(er)  
*Overcoming Objections Using Powerful Reframes*  
*Part 2*

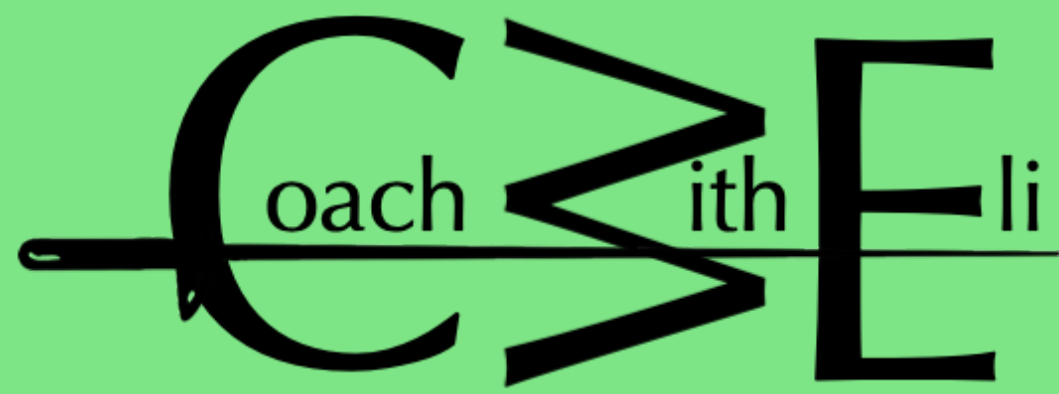


## Language Patterns

There are 14 different language patterns that can help you easily overcome objections and conversationally shift beliefs.

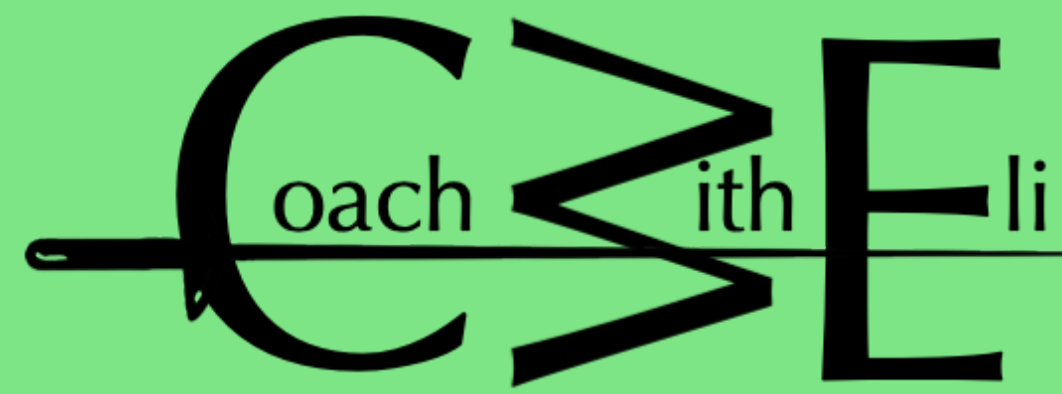
The goal of these patterns is to change the frame of the conversation and help someone “think outside the box”.

Part of creating influence (ethically) is knowing how to understand another person’s point of view and then adjust it to give them possibilities they didn’t/couldn’t recognize before.



## Sample Limiting Belief Statements

1. Your commission is too high.
2. I am uncoachable.
3. I won't work with anyone exclusively because I want as many options as possible.
4. If you want my respect, you need to act like you deserve it.

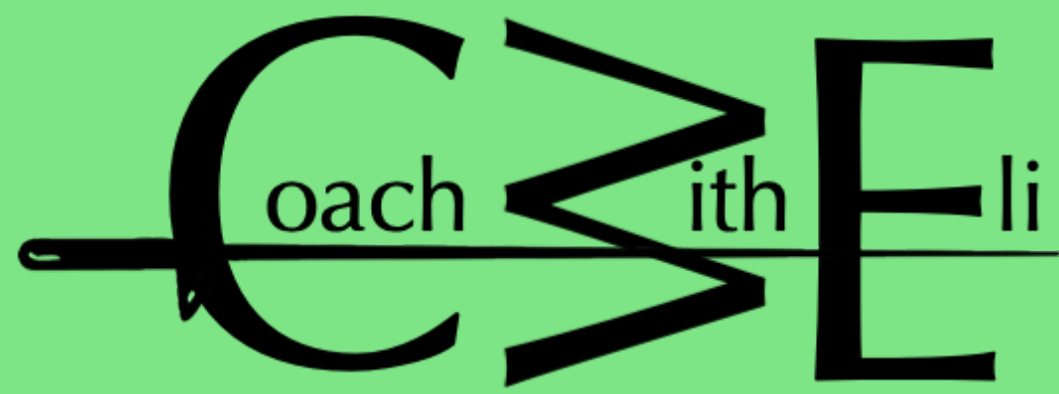


## Pattern 8 - Another Outcome

Switch to a different goal or outcome.

Find something that is more relevant to the situation/statement.

What is the *real* concern based on the statement?



## Pattern 8 - Another Outcome

### Your commission is too high.

The real issue isn't whether my commission is too high, it's if I can help you net enough from the sale to cover my commission.

How much I charge is irrelevant. What really matters is if I'm worth it.

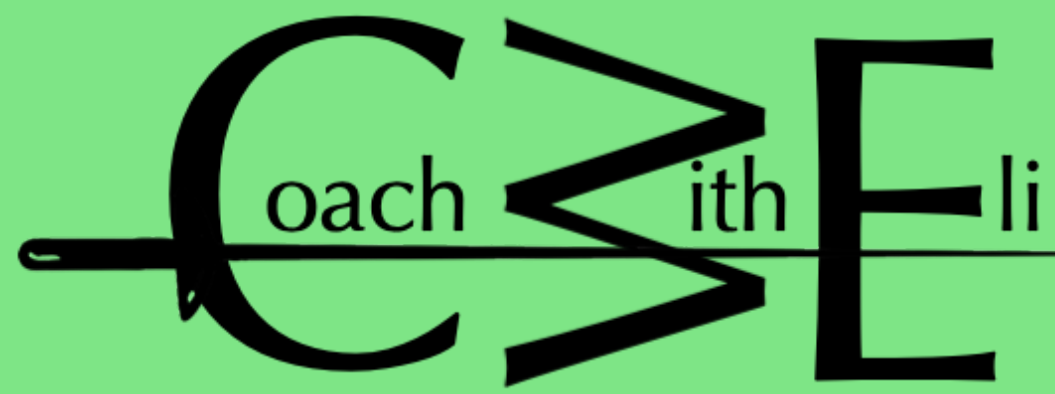
I could charge you by the hour, but that would be a lot more expensive.

### I am uncoachable.

The real issue isn't that you're uncoachable, it's that you still need to learn how to shift your mindset in order to grow beyond your limiting beliefs.

It's not that you're uncoachable, it's that your mindset is trapped by focusing on a harmful limiting belief.

That's because you've never been in a real coaching relationship before. Instead of trying to fit into a box designed by someone else, which isn't coaching, you need to discover ways that will actually work for you so you can succeed your way.



## Pattern 8 - Another Outcome

**I won't work with anyone exclusively because I want as many options as possible.**

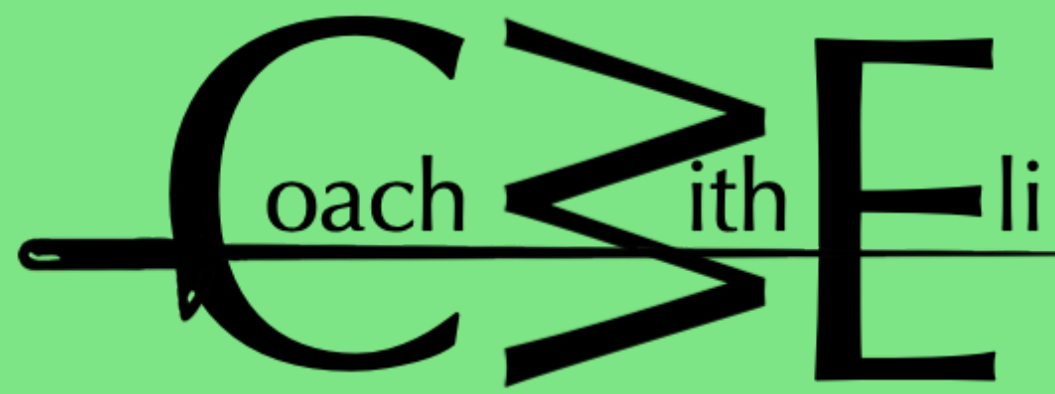
The real issue isn't about having as many options as possible. It's about connecting with someone who actually understands what you want and can help you get it.

The real issue isn't about saying no to an exclusive relationship, it's about finding the *right* relationship that is worth committing to.

**If you want my respect, you need to act like you deserve it.**

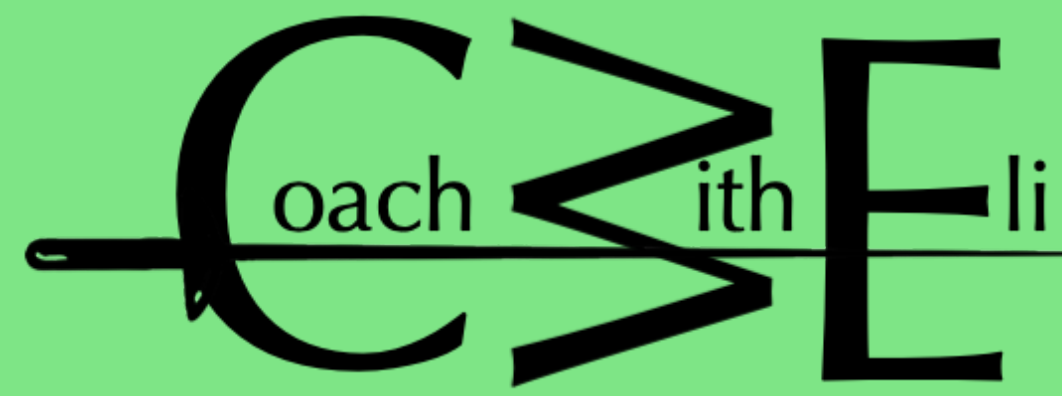
The real issue isn't about how I act, but about adjusting your unrealistic expectations of others.

It's not about if you think I deserve respect, it's about how treating people with respect is fundamental to any relationship.



## Practice

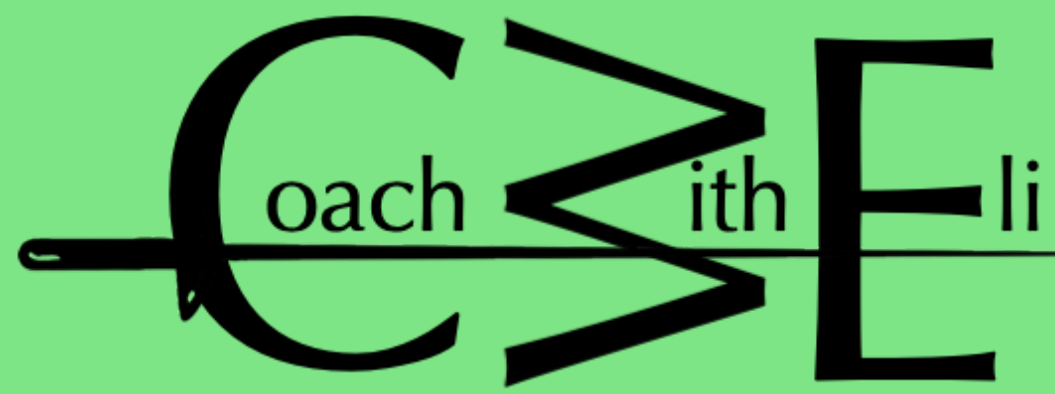
- I'm not a morning person
- I'm terrible at taking notes
- The economy is really bad right now
- I can't write an offer because there's too much competition
- I'm so inexperienced that no one will hire me
- If I want to go on vacation this year, I can't afford to hire you



## Pattern 9 - Analogy/Smilie/Metaphor

What is something similar that is contextually relatable and will cause a shift in thinking?





## Pattern 9 - Analogy/Smilie/Metaphor

### Your commission is too high.

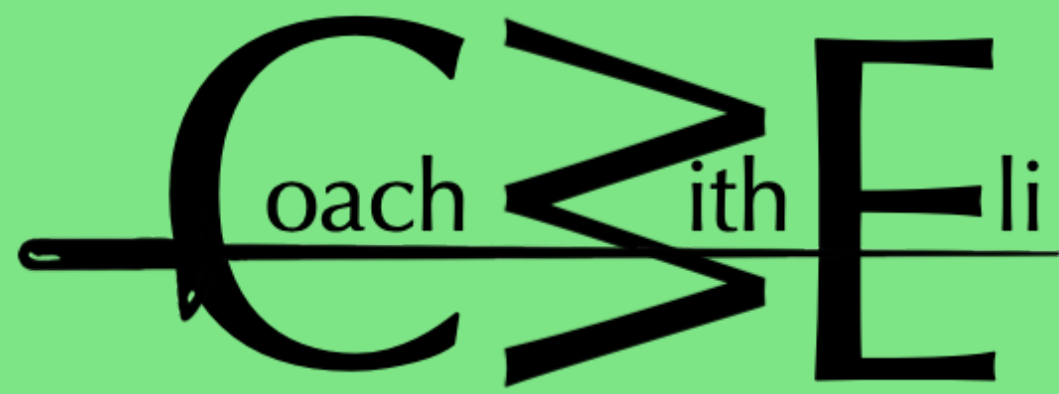
Paying my commission is like investing in Apple stock. While the cost may be high, the return on your investment will be worth it.

If you or a member of your family needed surgery, would you haggle with the doctor before getting the help you need? Of course not. You would gladly pay for the years of training, experience, and expertise a top doctor has acquired so you can trust in a quick and certain positive outcome.

### I am uncoachable.

Telling yourself that you're uncoachable is like telling a baby not to grow up. Growth is a natural part of life that can't be stopped, so as long as you're alive, you're growing.

Telling me you're uncoachable is like telling Barney on *How I Met Your Mother* that something can't be done. My only response is "challenge accepted!" and it will be a lot of fun proving that you actually are coachable.

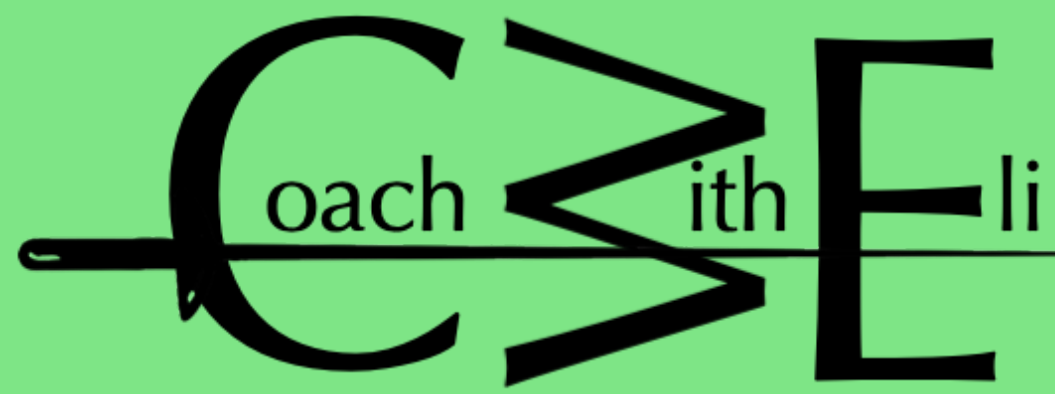


## Pattern 9 - Analogy/Smilie/Metaphor

**I won't work with anyone exclusively because I want as many options as possible.**  
Dating can be fun, and there's always the excitement of something new. But once you learn enough about what you actually want, it's all about finding the right person who really gets you and will stick with you through the good and the bad. Trust, and the commitment to shared goals, are the foundation of a good marriage and what makes the commitment worth it.

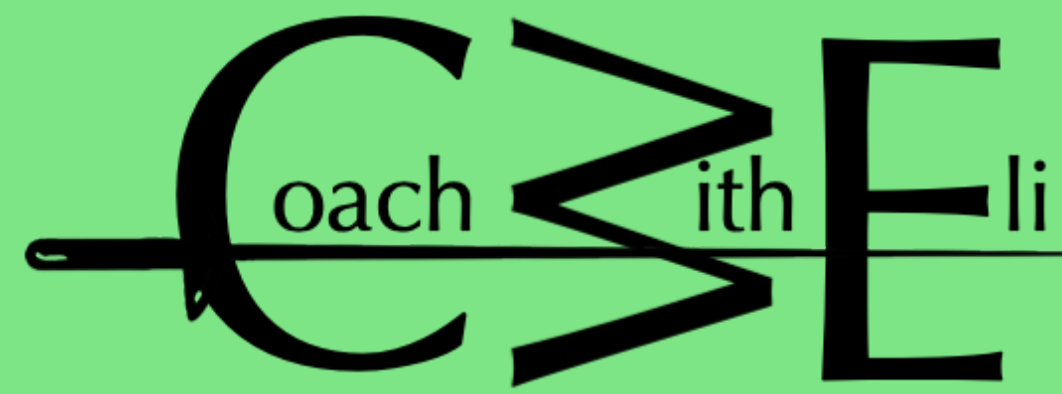
In *When Harry Met Sally*, Carrie Fisher has a phone call with Meg Ryan about how difficult and painful dating is. When the call is over, Carrie turns to her husband and says, "Tell me I'll never have to be out there again." She knows that once you find the right person who really gets you and wants to be with you, seeing other people just isn't worth it anymore.

**If you want my respect, you need to act like you deserve it.**  
Respect works like mirror. Whatever you do will be reflected back at you.



## Practice

- I'm not a morning person
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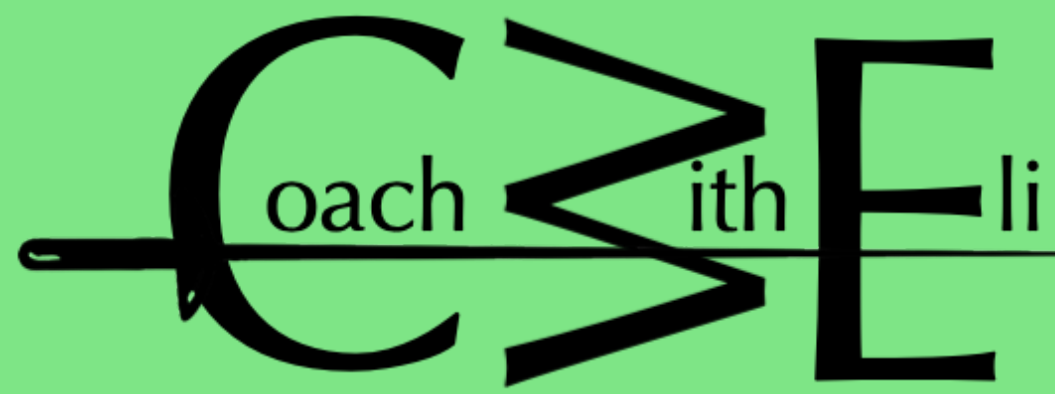


## Pattern 10 - Redefine

Swap out a word/phrase and insert one that is similar but has a different meaning/definition.

OR

Play with the meaning of a concept that is being used in the statement.



## Pattern 10 - Redefine

**Your commission is too high.**

The fee for my services is based on the results I create for my clients.

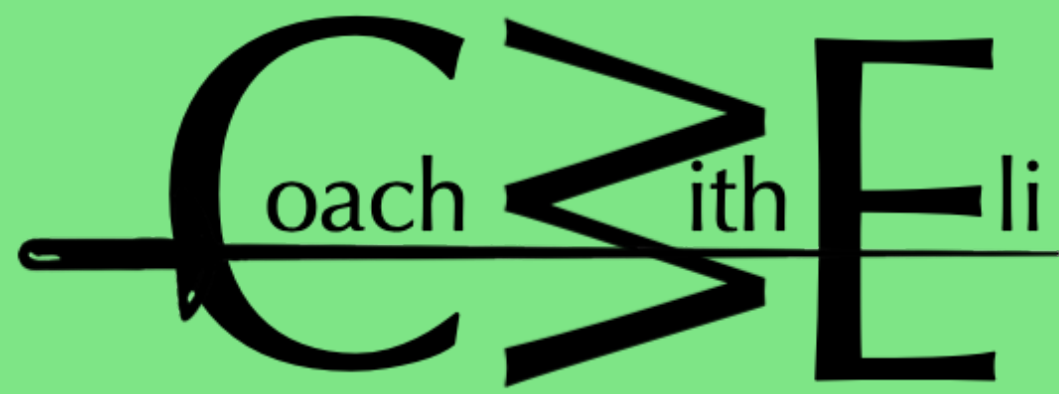
My commission reflects the level of service you should expect from me.

**I am uncoachable.**

It's not you, it's your current mindset that is uncoachable, and that can be changed.

You're not uncoachable, you're just used to doing things in a particular way and then you become stuck.

You're not uncoachable. You're just caught in your comfort zone, and it's natural to resist change because it can be scary to try something new.



## Pattern 10 - Redefine

**I won't work with anyone exclusively because I want as many options as possible.**

I'm not just anyone. I am a professional with years of experience who can get you access to all the options you want.

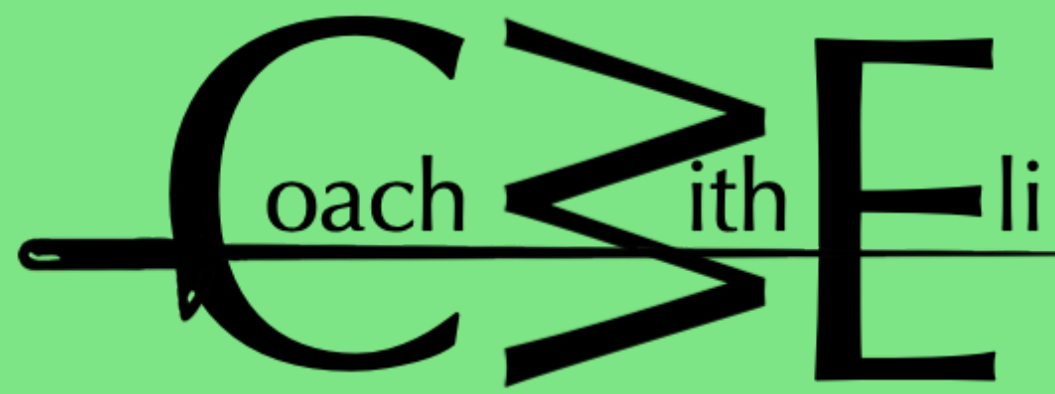
I don't think you really want as many options as possible. What will truly help you is a curated list of choices that align perfectly with your specific criteria.

**If you want my respect, you need to act like you deserve it.**

I want you to treat me like a human being, and I think I deserve that.

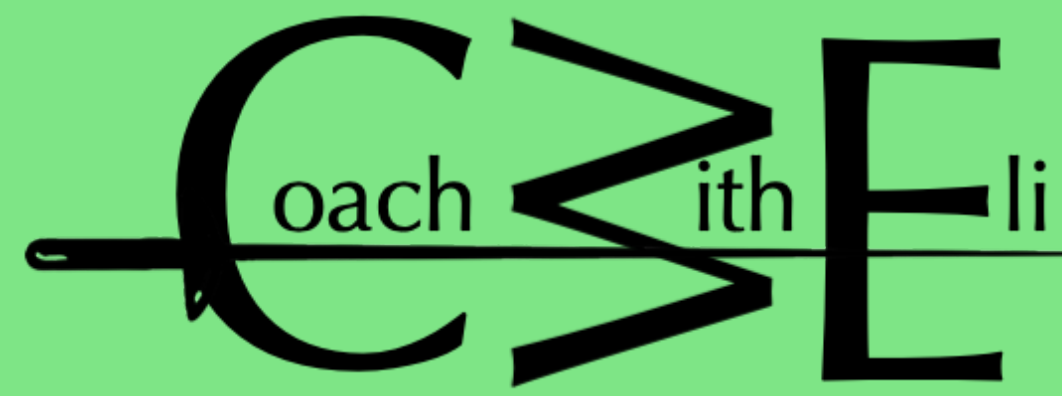
I want to be treated like a human being because I clearly act like one.

I honor our relationship by being honest with you rather than putting on a show.



## Practice

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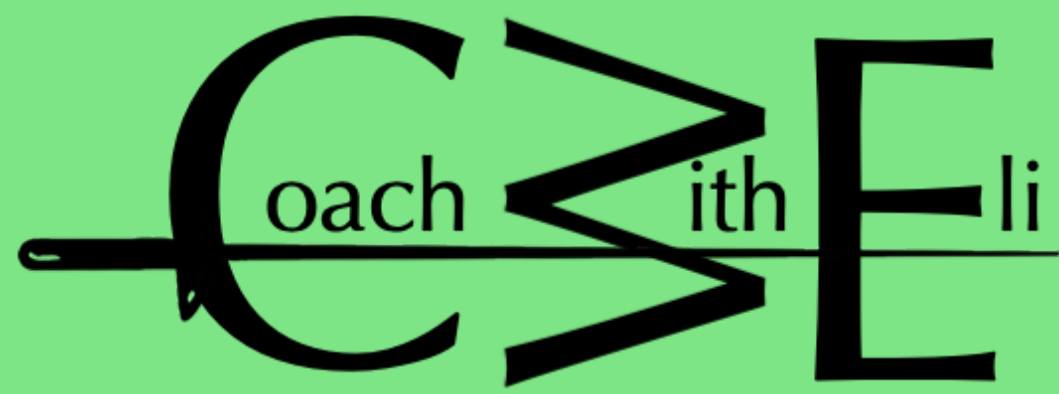
## Pattern 11 - Chunk Down

Get more specific.

Find or ask for examples.

What or How specifically?





## Pattern 11 - Chunk Down

**Your commission is too high.**

Too high compared to what?

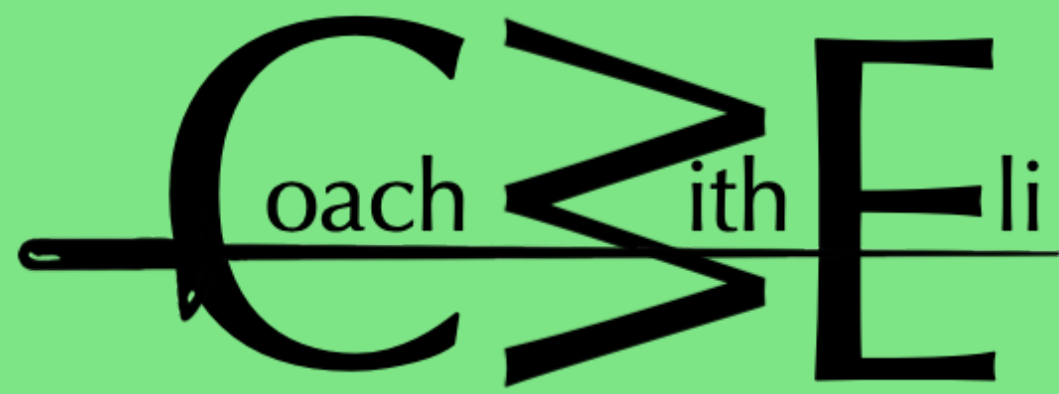
What part of my services would you want me to leave out to reduce my commission?

**I am uncoachable.**

What makes you uncoachable, specifically?

How are you uncoachable?

Do you mean physically, emotionally, or mentally?



## Pattern 11 - Chunk Down

**I won't work with anyone exclusively because I want as many options as possible.**

Exactly how many options do you need in order to know you have all of them?

How does working with someone exclusively prevent you from getting access to all the options?

Are all options worthwhile, or just the ones that meet your criteria?

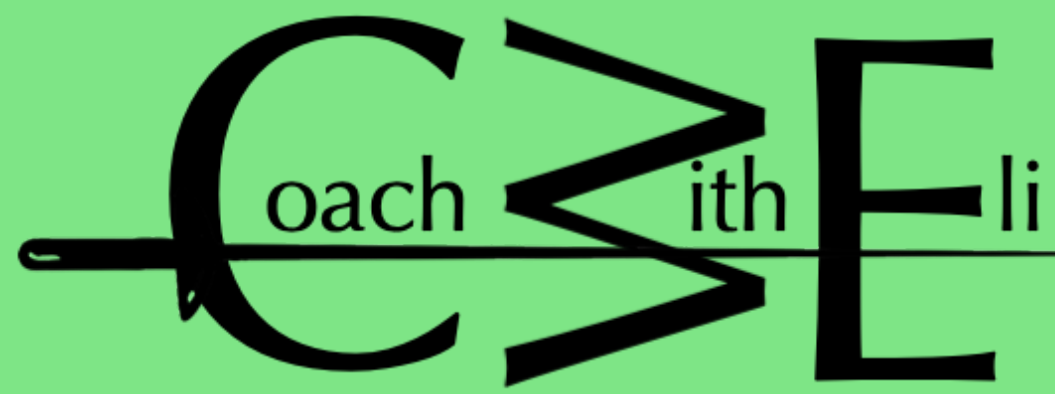
Are all agents worth your time, or just the ones who understand what you want?

**If you want my respect, you need to act like you deserve it.**

How specifically do I need to act to deserve your respect?

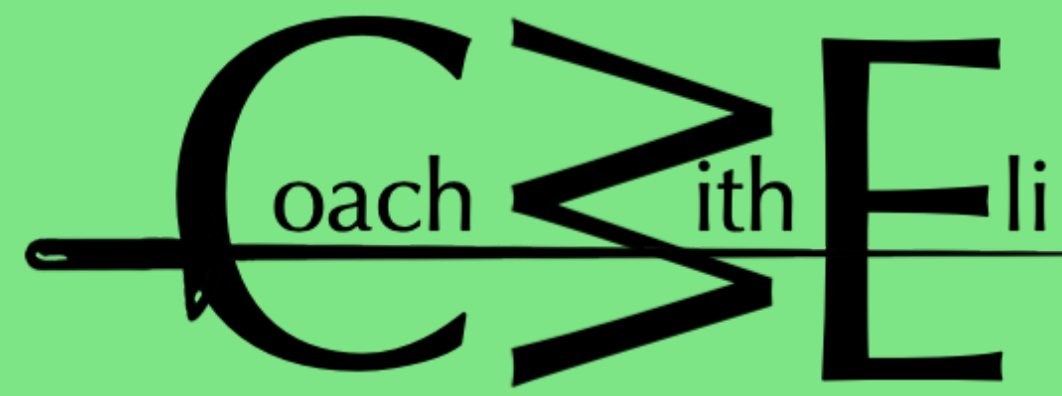
How much respect will you give me for acting a certain way?

Which behaviors will get me the most respect?



## Practice

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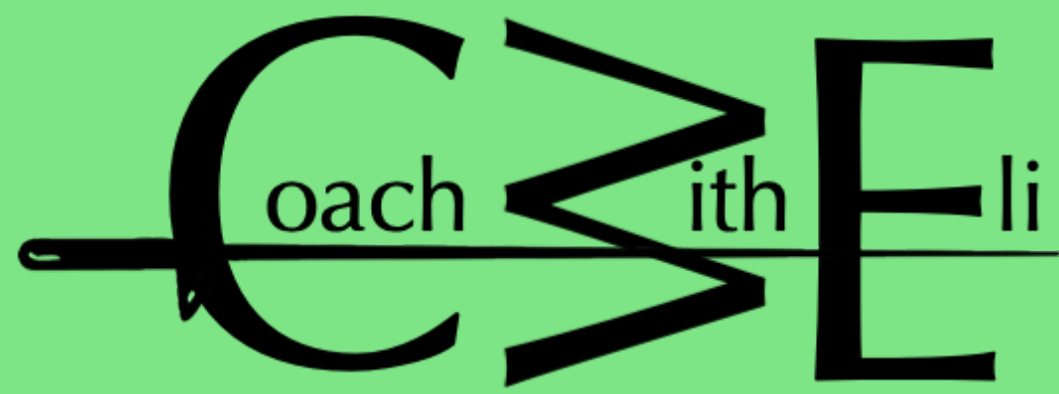


## Pattern 12 - Chunk Up

What's the big picture?

What is the intention/purpose?

Exaggerate something or blow things out of proportion.



## Pattern 12 - Chunk Up

### Your commission is too high.

Are you saying that my years of experience and expertise aren't worth compensation?

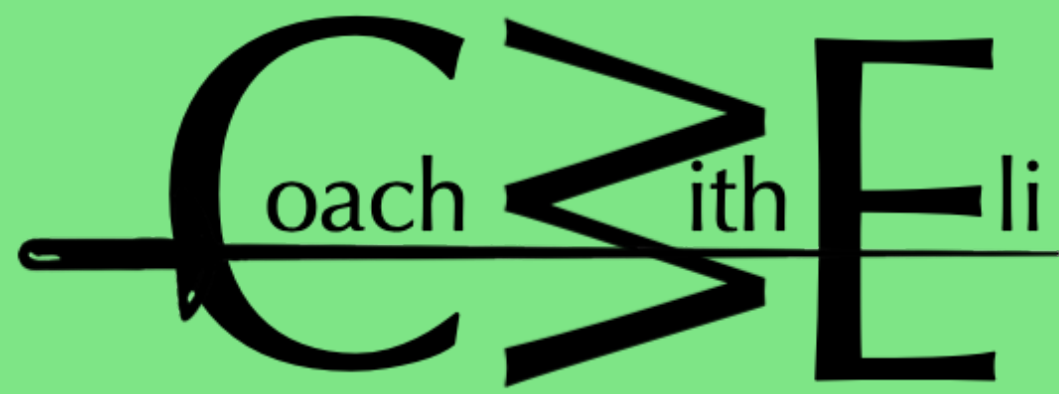
I only get paid based on my results. That means if I don't get you what you want, I don't get paid at all!

### I am uncoachable.

What you're saying is that you're incapable of learning new things. Do you really think that's true?

Are you saying that you will never try something new for the rest of your life?

All living things can be taught new behaviors as long as what motivates them can be identified.



## Pattern 12 - Chunk Up

**I won't work with anyone exclusively because I want as many options as possible.**

Does that mean you plan to work with every agent in the city, even the bad ones with no ethics or morals?

Does that mean you want to see every condo, townhome, and house on the market this year?

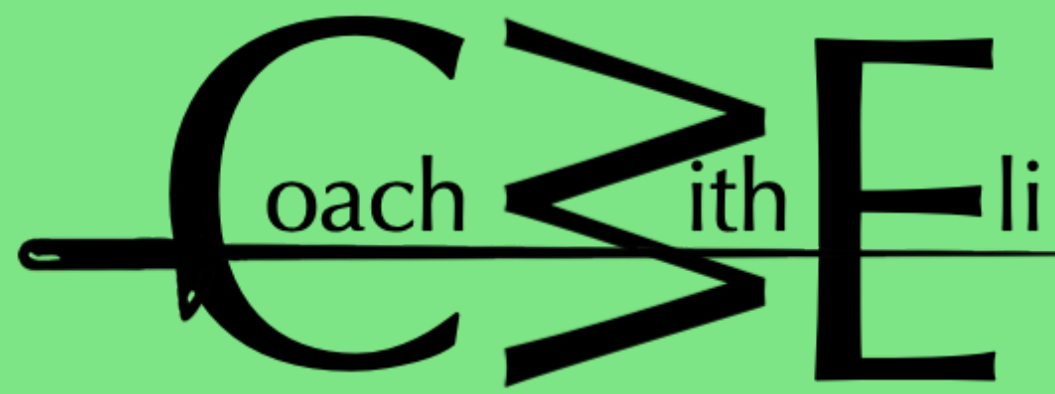
There are 1.46 million Realtors in the US. Do you want to go alphabetically or work with us at random?

What do you really want? A new home, or an overflowing inbox of emails full of repetitive listings that waste your time?

**If you want my respect, you need to act like you deserve it.**

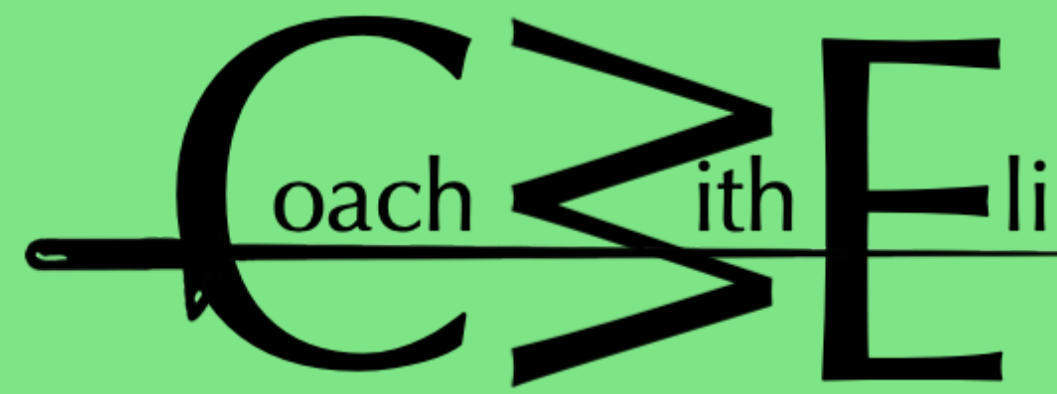
So you're saying that if I act like a saint you'll get down on your knees and pray to me?

Are you saying I should act like an authority figure so I can demand your respect?



## Practice

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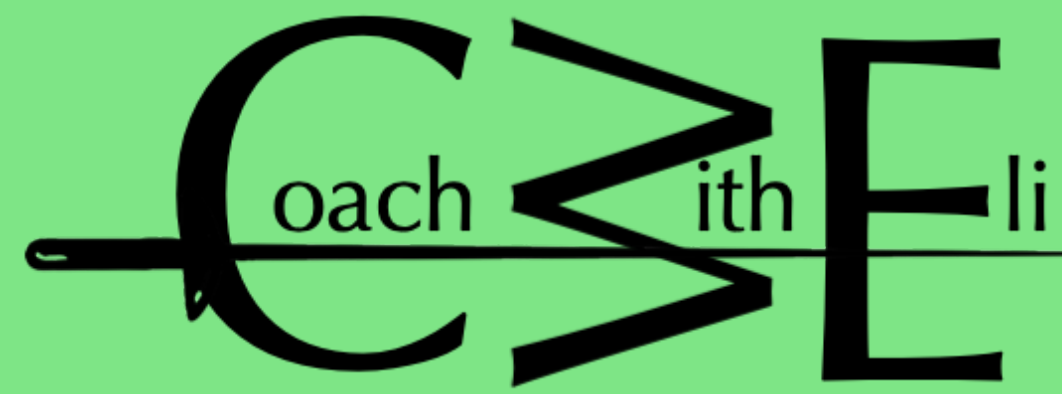
## Pattern 13 - Counter Example

Find an exception to the rule.

Create a universal statement or question that invalidates the objection/belief.

Was there ever a time when A did not equal/cause B or when B did not equal/cause A?  
If B does not equal/cause A, the A cannot equal/cause B.





## Pattern 13 - Counter Example

### Your commission is too high.

Are you paid in proportion to the experience you bring to your job?

If I negotiate a sales price that covers my commission and nets you extra money, will my commission still be too high?

If I charged less and couldn't pay my bills, would that make me a better agent?

Isn't it possible to charge a lot and be worth every penny?

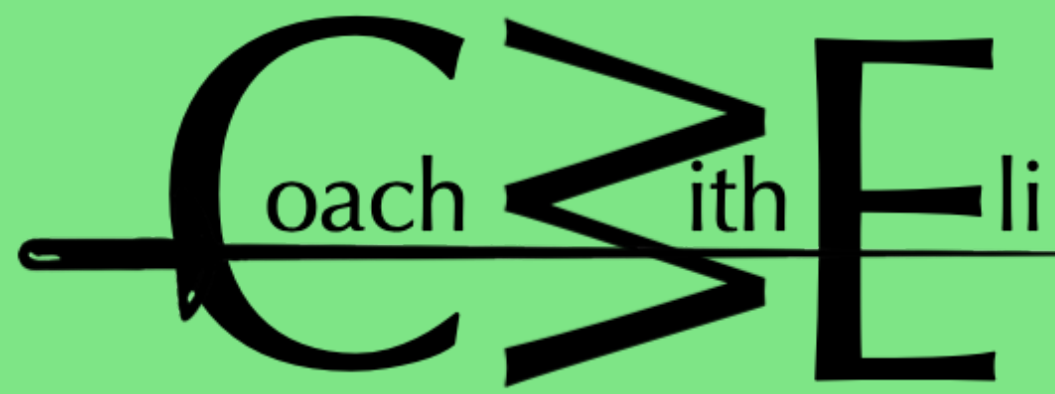
Have you ever paid for something and thought, "Wow, that was totally worth it?"

### I am uncoachable.

Have you ever tried something new and gotten a better result?

Was there ever a time when you had a conversation with someone that made you realize something which ultimately helped you?

Has anyone ever helped you get better at something before?



## Pattern 13 - Counter Example

I won't work with anyone exclusively because I want as many options as possible.

Are you married?

Have you ever been overwhelmed by too many options to the point where making a decision felt impossible?

So you want to work with every single agent in the city?

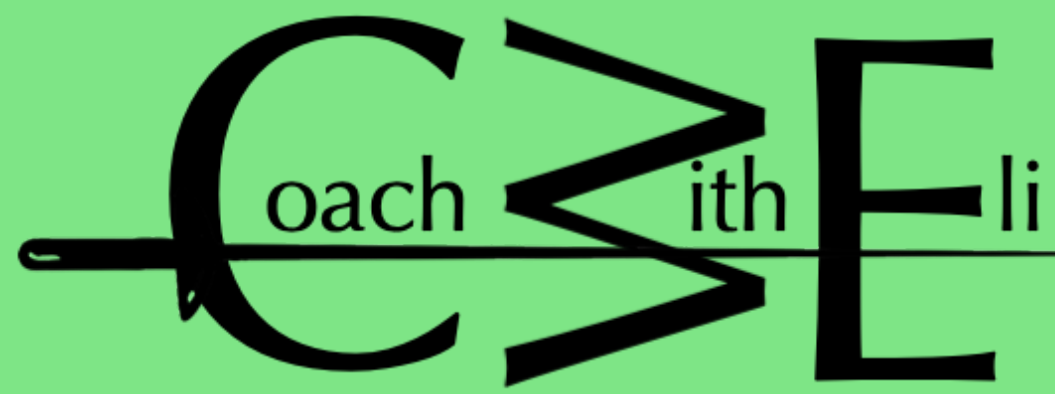
Is every agent and every property really worth your time and energy?

If you want my respect, you need to act like you deserve it.

Have you ever received respect from someone you treated badly?

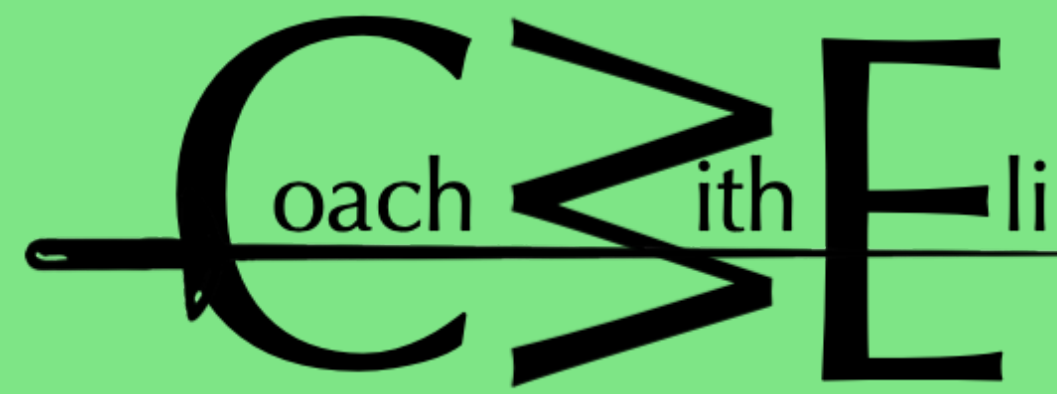
You voted for that moron in the last election, but I still respect your right to support any candidate you want.

Isn't it possible to make a genuine mistake and still be worthy of respect?



## Practice

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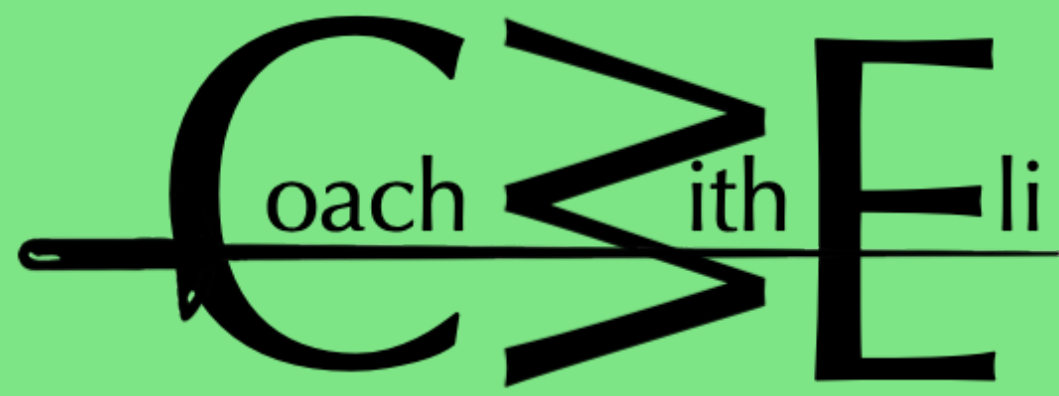
## Pattern 14 - Intention

Call out the POSITIVE purpose/intention of the belief.

What is their *real* concern?

How does this belief serve them at a deeper level?

What must be true for this person for this belief to serve them?



## Pattern 14 - Intention

### Your commission is too high.

I know your intention is to net as much money as possible, and that's exactly what I want to help you do.

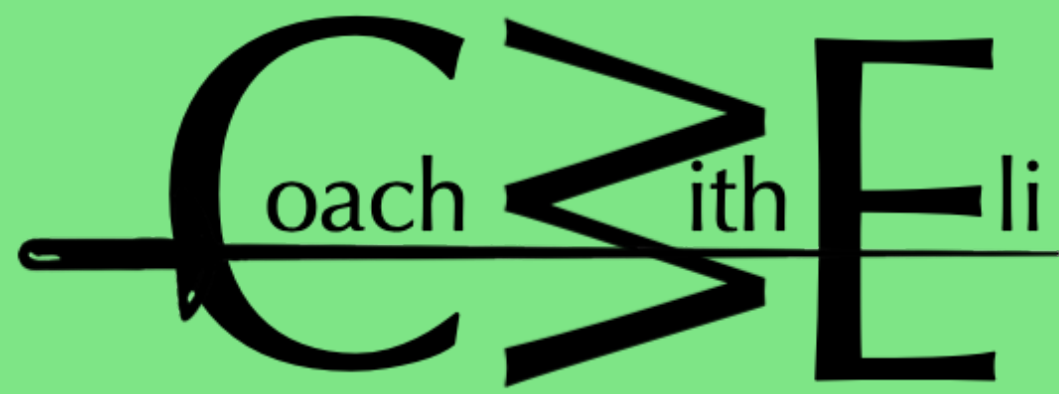
I appreciate that you are being careful with your money. If you weren't, you could be taken for a ride by an inexperienced agent. Let's take a look at my statistics and testimonials so you can feel comfortable with how my results are worth what I charge.

### I am uncoachable.

It's important to identify our limiting beliefs before we can change them. It's a good thing that you are already investigating yours.

It's so important to be honest about your mindset. Let's talk about what it would take for you to start moving forward in your life/business.

You're probably protecting yourself from a bad experience with another coach. I'd love to hear about that to make sure we do things differently if we choose to work together.



## Pattern 14 - Intention

**I won't work with anyone exclusively because I want as many options as possible.**

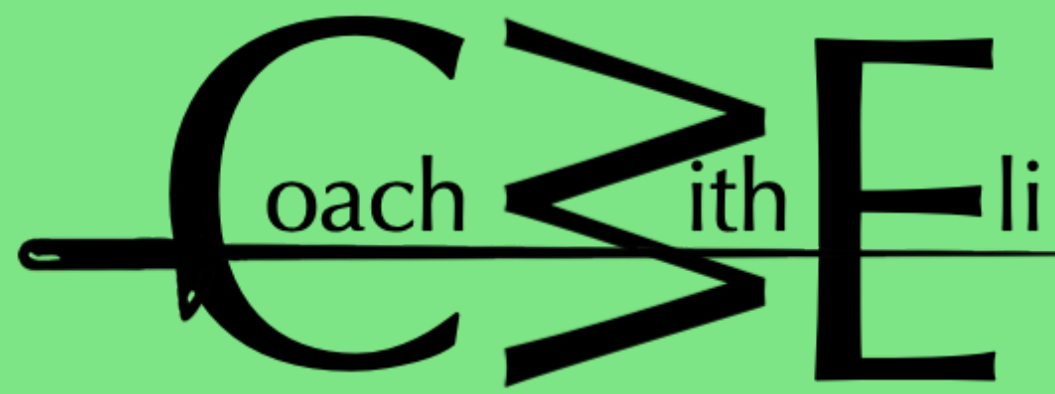
It sounds like you want to make sure you don't miss out on a great opportunity. If I can give you full access to what agents can see in the MLS, would that make you feel more comfortable with the process?

All agents have access to the same information, so I can assure you that any property on the market that fits your criteria will show up in my search for you. I can even put you on an automatic notification system so that you are notified anytime there is a change or update. How about that?

**If you want my respect, you need to act like you deserve it.**

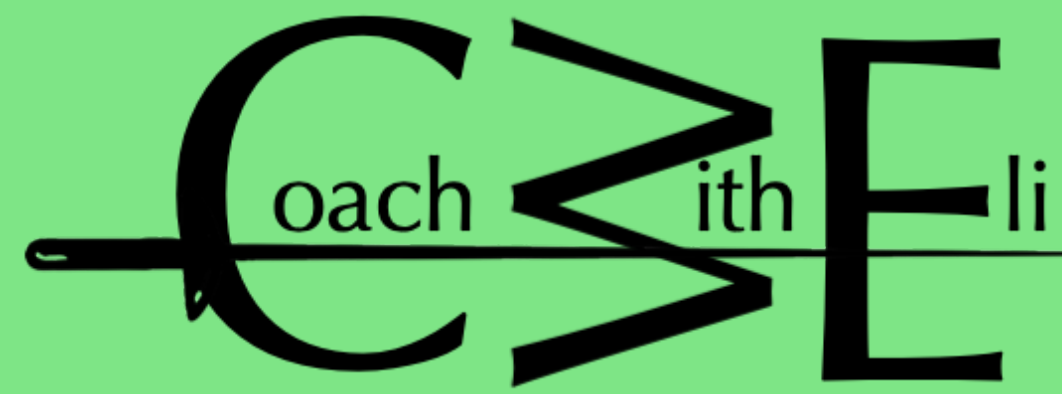
I can appreciate that you want to be treated in a certain way, and so do I. What if I treat you how you want to be treated, and you treat me how I want to be treated? I realize we may want different things.

I must have disrespected you without meaning to. You deserve my respect as much as I deserve yours.



## Practice

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## Final Thoughts

- What questions do you have?
- Write down at least 5 AHA's from today's training
- What is your feedback from today's training?
- What is your plan for implementing the skills you worked on today?