



The Limitless Women Podcast Uncovering and Addressing Objections

There's a way to overcome objections in sales conversations that is equal parts graceful, gentle, and kind. It's a personal approach that is deeply rooted in connecting with your prospect and offering your gift of support. Listen and learn how you can uncover and address objections while building a wholehearted partnership with prospects.

Want to skip head? Episode Highlights

- [4:03] An exercise to gain clarity on your own personal journey
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- [24:50] Deep listening and asking the right questions to uncover objections

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Are you a woman who loves business, but hate sales? I recently hosted a masterclass on Sales with Ease. In this class, I share with you each of the steps you need to take to have your enrollment conversations become easy, fluid, and productive. Our goal is for you to be able to approach your calls with confidence so you can get great results and enroll all the clients you want. Today's episode is an excerpt from that class.

[Laura Gisborne] Today, we have a really delicious part of the process to go over, which is about how to uncover objections and how to address them and overcome them in a way that's graceful, and gentle, and kind, and then it feels really good. So, what we covered so far in the process is this. We've covered Step 1 in the process, which is your psychology and the psychology of your prospective person. They didn't wake up this morning to say, "Hey, you know, that Kate, she's something else. I wanna just invest \$12,000 in my next LinkedIn." Right? That just doesn't happen. People are busy. They've got stuff going on. So, we go back to listen to #1. Actually, listen to everything if you haven't and you're just checking in now so you can be up to speed and up to date with what we've covered.



Steps 2 and 3 are your warmup and discovery. And I so appreciate all of you who did homework and wrote out your questions. It's really good stuff because on Saturday, when we do our script writing workshop, the whole get it done, sit down, let's actually write out all the language. Here's a piece of what I was thinking about this morning when I was getting prepared. These are the places that I see people get really stuck in business. Right? I see when a woman comes to us and she's struggling. She's not making the money she wants to make. You know, chances are there's something going on with her clarity. There's something going on with her messaging. There could be something going on with her pricing. She could have something going on where she's lacking lead generation. Right? These are all the different things that we address when we talked about the different pillars of business that you need to have a comprehensive support system for.

This particular class, we're focusing just on the sales pillar of your business. And yet, as I'm listening to myself in the recordings, as I'm going back and seeing what's going on, I'm seeing that there's an awful lot of places where how you do anything is how you do everything. So, there's a through line. And those of you that have been in our playground for a while, you know, you're familiar with this. Right? You're familiar with how the generosity as part of the core values is so important, how giving cause growing makes a big difference.

So, let's dive in. We're gonna start a little differently today. This is kind of an important place because we're in a critical juncture in this journey. And what's up for all of us is something that's very personal. So, I'd like to just take a few minutes and invite you to close your eyes and to settle in. And I'm gonna do the same thing. It's gonna be a little different than our high fast training of the last few days. I'd like to invite you to go on a journey with me. I'd like to invite you to take a deep breath. Blow it out. Let's do that again. Maybe one more time. And feel yourself being really grounded. Feel yourself being very present to what's available for you today and join me in walking in the faith to know that everything you need is being provided for you. That God is holding you gently in the palm of his hand and then all you need is right here right now.



And I'd like to invite you to go on a little bit of a journey with me. And I just wanna play with you for a minute 'cause, you know, here's the thing. Why not? Let's just spend a couple minutes playing with this. So, if time and money were no object, you had all the time in the world, we all know we kind of get the same amount of time, but you had some spaciousness there, and the things that feel like they're kind of eating after its time were being taken care by others. You have a beloved person who's coming to clean your home. Your meals are being delivered. So, the things that you need for sufficiency are cared for. Your overhead is taken care of whether it's your rent or your mortgage. It's just on autopilot and it's really freed up for you.

And now, I want you to think about how you spend your day. And I want you to think about what you love doing. The thing that you would do all day every day. And when you get done with it, you're like "Give me some more, God. It's so good." I want you to think about approaching your day after you've been nourished, and you've moved your precious body, and you feel really grounded and healthy. What are you spending your day doing? What's that unique zone of genius that you bring from your lifetime of experience?

And when you're working with your folks, they're calling you. Your phone is ringing. Your calendar is full in the best of ways. Not in an overflowing way, but in a way that just feels really sufficient and yummy. Thanks, Erica. And you get to do this work in a place that feels just joyful. And at the end of your workday when you feel like you're just complete and you're done in a healthy hour, you're able to turn off the light, close the computer, give yourself permission to just be doing whatever fun thing you wanna do. Whether it's eating nourishing food, whether it's spending time with great friends, whether it's being entertained by the greatest news show on Netflix.

And when you lay your head to rest, you know that you've done a great job and there's nothing incomplete. And you're filled with so much gratitude and so much joy and humility for this blessed life that God has honored you with. For this healthy, amazing body. For the overflowing abundance that provides for everything you need financially. For the intimate sharing and the support of your clients and your team members who always thank you for the opportunity to be in partnership.



And it's just a great day and you get a good night's sleep. Breathe that in. Okay. Open your eyes. Take another deep breath. And let's take a minute. This is why I was playing with my phone to get my favorite music on. I want you to take a couple minutes actually and I want you to write down exactly what you saw and how it felt.

Okay, my dears. The next part of this exercise is quite simply this. It's gonna be a little more writing. What is keeping you from having that experience every day? Take just a couple minutes and write down what are the obstacles, what are the things in the way of you having exactly what you want in your personal life, in your professional life. What's in the way? Okay? Everybody got some stuff? All right. Beautiful.

So, I wanna tell you a little story and I'm gonna make it really quick. My mother was a teenager when she got pregnant with me. And 2 weeks after she found out she was pregnant, my father was stabbed and killed in a drug deal that went wrong. He was young. She was 18. He was 17. 19 and 18 actually. Let me get that right. So, you know, please don't judge her when I share this with you. She's a good person, but she was terrified and she was never close with her own family, so she tried to have an abortion. This is 1966. Abortion wasn't legal, and it was rough, and it didn't work out. The result of it not working out, that baby became me. And I believe that God had a bigger plan for my life. But I must tell you that the next 20 years were really hard.

And I often say that I grew up in poverty by American standards because I was blessed to be born in the United States. And I had access to things like running water. I had access to a roof over my head. I had access to free education. And this is not the case for many, many people in the world. And you fast forward, you know, my childhood was filled with things like sexual abuse for 7 years, violence, and it just wasn't fun. And I just think that I wanna tell you this, is that when we're doing this exercise, the reason I invite you to play with me a little bit and to dream is that I often— When I'm being interviewed and people ask me do you have your dream life, I'm reminded that, as a child, I didn't know how to dream, you know. I was constantly in survival mode. And many of you in your businesses are in survival mode. And I want you to understand that it doesn't have to be that way.



Fast forward, I left home when I was 17 as it was kind of the normal cycle in our family. And a few years later, I met a man and fell in love. And he moved in with me. And even though I worked full time as a receptionist at a law firm and I worked as a waitress on the weekends. I went to college at night. I always struggle financially. And he was never able to keep on a job. So, we just figured out how to get by. About a year into our relationship, he came home one day and I found out he'd been cheating on me. So, we got into a fight and he smacked me. And I had a knowing in that moment that that wasn't gonna be the only time, but I also kind of knew that's how it was. And over the course of the new year, it progressively got worse, and worse, and worse. And one day, I went to visit my stepfather, my current stepfather at that time, and he saw the bruises on my face and he said, "What did you do to make John hit you?" And I said, "Oh, we just had a fight." He's like "Well, I'm sure you deserved it." And I said, "I'm sure I did."

A big part of the work that we do today is because of that experience, right, that experience of what's normal and how can it be different. A few months after that visit with my stepfather, I was at work and my boss— It was a woman. I was a receptionist. She was a secretary. She goes over me. She pulled me on the side and she said, "You know, we need to talk." And I was a hard worker. I'm still a hard worker. I love to do a good job. And I really try to do my best every time. She said, "You know, it's not okay that you keep coming to work with bruises on your face." And I said, "Oh, it's no big deal. John and I just had another fight."

And she proceeded to tell me about her own journey with domestic violence and told me that it didn't have to be that way. She saw me when I couldn't see myself. So, my normal was that normal. But she said to me, after ending up in the hospital for the third time, she got some help and I could get some help too. And she just started to take my hand and really help me get on the journey because, again, remember, no matter how much I worked, I never had enough money. So, I couldn't imagine how would I go to counseling, how would I pay for that. She helped me find someone who would work with me on a sliding scale. Now, I'll tell you that that woman's name is Estrella, which means star in Spanish. And she truly has become, you know, in the course of my life one of the angels of my life.



When we look at where you are in your business, your journey is personal. It's not for me to tell you my journey has anything to do with your journey, but I will tell you this. What's normal for you is elective. You are a woman who lives in the developed world. You're able to get on a computer. You're able to have a roof over your head. And you are so resourceful. You just often don't know what you don't know. And why I gave you this exercise, I have a little bit of dreaming and a little bit of recognizing where you may take yourself out of the game from achieving what you want to achieve. Often, it's that leap of faith. When someone holds her hand out to you and says I'm here to help you and let you know it doesn't have to be this hard, this only works if you're willing to join and give your hand as well. Okay?

So, today, when we talk about overcoming objections, what I want you to recognize is that every prospective person you speak to is just like you and I. They have a vision first, something different that they'd like to have for themselves whether it be a new level of help, Heidi, whether it be a new level of connection to God, Erica.

Whatever it is that's going on for them, they have that inside them. And often, they just need our love and support to help let it come to the surface. And when it does, there's gonna be a natural evolution. There's gonna be the natural thing that happens for us as mere mortals, which is where they're gonna slide back and go into what they already know, you know. When I said to my stepfather "you're right, I probably deserved it", that was my normal. Your people who are coming to you only know what they know just like you and I only know what we know. And the way we get through that into a new level and a new awareness is in partnership.

So, I'm inviting you to remember Steps 1, 2, 3, and 4 and remind you that you have a very spiritually connected opportunity here to be in the divine dance that's usually vulnerable with your prospective clients. And it's not simply that you're gonna hear what they have as an objection and then feed it back to them and tell them what's wrong with them and why they need to change it. That's not very gracious. What you're going to do is you're gonna meet them in it with your whole heart and you're gonna listen carefully. Now, it's different today. So, pay attention because this is the ding, ding, ding for those of you that want the tactics, right? I'm giving you the macro. I'm giving you the bigger piece because I know you can handle it while I play with my eyelash comb.



The micro is this. This is the how. Okay? The how is simply this. You've gone through information confirmation. You've gotten very clear with your prospective client on exactly what their struggle is. And you ask, Celeste, did I get that right, am I on track, okay? The next question then becomes if they've confirmed that with you and you might even go a little deeper here because I gotta tell you all the sweetness is in allowing them to feel how they feel. It's important not to be in a hurry. Be spacious. The next question is, you know, other than money and time— And we all know what time is. It's the same for all of us. Why would you not wanna get this handled right now? And they're gonna say to you, "You know, I would like to get it handled." And then you're gonna say, "Well, wow. You're a smart person. How long have you been struggling with this?" I mean this is what happens ladies. They're gonna say "I've been dealing with this for more than 10 years", or "I've had this dream in my heart for 20 years, or "I've been struggling with this health challenge for the last 5 years."

You wanna be there with them in that and you wanna be quiet. You don't wanna jump into your pitch, my friend. It's not the time. You wanna gently, and kindly, and generously ask "Wow, how does that make you feel? Is there anywhere else this is showing up in your life?" Again, you might have asked that and step forward, but you get a chance to do it again in here. What are the consequences of this? And I'll use my ladies as an example. My ideal client is really smart. She's a hard worker. She's capable. She's connected. She's intuitive. And she's good at what she does. And she's struggling with making money. And she may have consistent recurring revenue. She may have what looks okay on the outside, but every month she struggles to get ahead. And no matter how hard she works, it's never enough.

And what happens as a result of that is that she's sleepless at night, she feels ashamed and embarrassed, and the people around her don't understand why she's not further along. They don't understand, #1, what she does because she hasn't figured out her messaging. She doesn't have clarity. He doesn't have the confidence to bring her offers to her clients. And so, she's on the consistent financial rollercoaster. She'll get a client and things are going good and then she forgets to market, and she doesn't have her systems in place, and she is not clear on her messaging. And so, she's excited. She's got this client and then she goes right back down into a place of no clients and no money.



And then she gets back on that rollercoaster and she goes up again and she's got a new client. But then just a short time later, she's struggling again. And it goes on year after year. And at some point, she and I meet and it's a divine date. And she and I meet when she's finally ready to take the leap of faith. And here's what I say to her. I say, "Girlfriend, if you could have figured this out on your own, you would have." And it's not about more stuff on the internet. There's no lack of information. You can keep grabbing everything that's free and buying the 197 and looking at this thing over here that's 497. What's gonna end up happening is you're gonna have all these moving pieces in different places and then guess what happens? Complete and total overwhelm, and shame, and embarrassment that she's not farther along. Get the idea?

It's a constant cycle of the poverty consciousness and what lives underneath. The part that that's just the way it is, that's my normal. Here's what I wanna tell you today. If you can see one other woman in your industry who's knocking it out of the park, she's done it, then you can do it too. You just need the systems you don't have in place. Okay? So, I want you to have that confidence when you're having a conversation with somebody. Listen, that whole section right there was 4 minutes. It wasn't 4 hours. It didn't take forever. I started to tell you my story at 1:26. It will be interesting. We'll go back and see. Okay? It doesn't have to take a long time. It does have to take clarity on your part, a willingness to meet it with your whole heart, and the invitation for partnership.

So, I often say, "Listen, let's take money off the table because that's gonna be generally one of the biggest objections." My woman is struggling financially. She's gonna try to figure out how to do this. I say I don't want money to be in the way. I want you to really have the support, and the partnership, and the clarity, and the messaging, and the lead generation, and the team, and the flow that you wanna have, but I can't want it for you. So, if money were no object, if I could take that off and I can make it comfortably affordable, what else would keep you from taking action today? And listen, I'm asking for her objections. You haven't heard me say one thing about business school. You haven't heard me say one thing about what it's like to be a private business partner with me as a legacy leader because it's not relevant. Until she's pursuing me, I have nothing to share about us. I only wanna be in the service with her. Okay? I wanna know why is she taking herself out of the game. What other excuse does she wanna use?



Now, let me tell you the excuses I've used over my life. I've used my children. My youngest child is now 25. So, I don't really get to use her as an excuse anymore, but boy have I used her a lot as an excuse. I've used my son. I've used my husband. My husband had emergency open heart surgery in 2017 and was told that he was terminal. And I was told that he was dying. And for the next 9 months— Sorry if I'm a little emotional here, but I'm just gonna tell you this is real. Life is happening for all of us. For the next 9 months, I literally felt like I was walking on eggshells. I kept feeling like when is it gonna happen, when is he gonna go? And for those of you that don't know my husband, I'm madly in love with my husband. I married him 10 weeks after our first date after I had gotten a lot of my stuff together. I was blessed with this incredible partnership with a healthy man when I was healthy. Right?

He said to me about 9 months after surgery— He said, "You know, all you do is talk about me dying. And it's a little hard because I'm right here right now and I wanna live. And I'm living like I'm living and you're living like I'm dying." And I had to get my head out of you know where and get it on straight. But trust me, during that time, I had a hard time working. I had a hard time doing my business. I had a hard time growing and expanding. And he just said to me, "You know, let's do this right here right now and the world needs you. Your work is important. Quit using me as an excuse. Quit waiting for me to die. Let's enjoy the time we have." You know wakeup calls. What is yours? What is the wakeup call for the woman you're speaking to on the telephone or the manager speaking to a man? You can't get there with them if you haven't done all the steps of really being present.

Okay. Often at this point, I've uncovered the objection and there's where I go next. I say, "You know what, Elaine?" It's the Elaine I was using as a story the other day. She's here. "You remind me of a lot of one of my clients." And then I will think about everything she's told me up to this point and all of the places that she's taking herself out of the game. And sometimes I will say, "You know, you remind me of me because we have a lot in common." Right? You've got 3 businesses. I used to have so much valor in running multiple companies at a time. And I can tell you that it wasn't good. I was never really successful at any one of them. I was working all the time. And I wasn't the mother I wanted to be. And I wasn't the wife I wanted to be. And I got divorced from my first husband because I was so busy making a living and trying to prove something that I lost sight of what was more important in my life.



It's a little bit of planting a seed. This is what I did that help me overcome that. And you could partner with me and get there, but you don't have to. Here's what you actually need. You need to choose the right activities in the right order and choose for now. Right? I'm just gonna give her some really powerful clarity about how she could leave this telephone call feeling full and enriched in knowing what her next steps are. And then do you know what happens? She says to me "How do I work with you?" That's tomorrow's class. Okay? But I've gotta tell you this secret sauce, this part of really being in the game, being in the conversation, telling sometimes a story, either it's your story of your own journey or story of someone else.

[Laura Gisborne]

Are you a woman business owner who's great at what you do, but you're just not as far along as you like to be? Each month, I offer a handful of clarity calls to help women just like you. The purpose of these calls is to help you get clear about what your next best step is so that you can begin to get the results you want and you deserve. There's no fee for the call, but I only offer a few each month. So, please visit me online at limitlesswomen.com/apply to grab a spot for us right now. If you don't see any times available that work for you right now, please check back. We're always reloading my calendar and I would love to be able to support you. Visit me online at limitlesswomen.com/apply and get us setup to chat today.

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