

Move Forward, Make Plans



Planning/Inspiring
Exercise 2.0
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Nouns

“I need to ask the team first”
“I need to talk to the boss”



You: (Mirror) “Awesome”



Response:
“What specifically?”

Actions

“I need to drive consensus”



Response:
What specifically?”



Comparisons

“It’s too much”
“It’s too little”



You: (Mirror) “Got it”

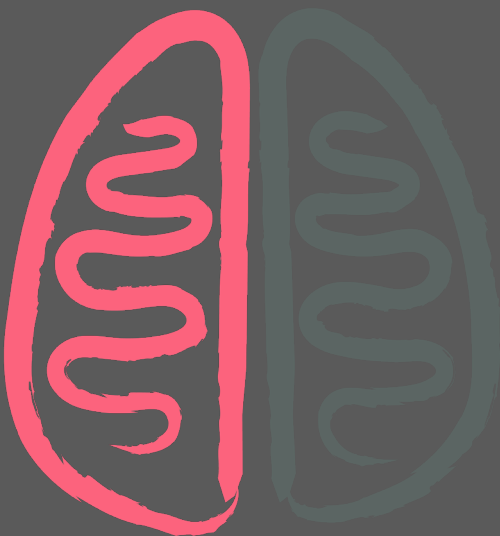
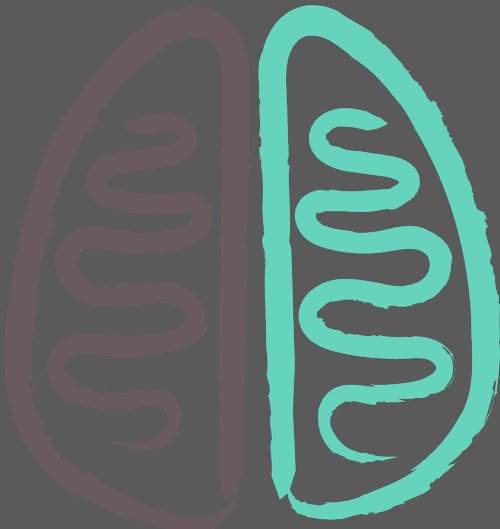
Response:
“Compared with what?”

Negatives

“Can’t now”
“Not enough money”
“Not right time”



Response:
“What if?”
“What could?”
“Why not?”



Common Objection Scenarios

Prospect: “I love it! I just need to ask the team first.”

You: “Awesome! I LOVE it too! You FEEL like asking the team first. What specifically...?”

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Prospect: “I’ve thought about this. It’s just too much.”

You: “Got it. You THINK it’s too much. I understand. Compared with what?” “What if ...”?

What’s your most common “People/Action” objection?

Common (positive) objection:



Response:



What’s your most common “Negative/Comparison” objection?

Common (negative) objection:



Response: