

ADDRESS OBJECTIONS HEAD-ON

In seminars from coast to coast, the same *general* objections to appointment setting are commonly voiced:

- “We’d love to sit down with you, but we should wait until after our daughter’s graduation.”
- “We’ll book an appointment after our cruise next month.”
- “I don’t have my calendar, but I’ll call in the next few weeks to set something up.”
- “He’s got a hip replacement coming up in three or four weeks. We’ll get back in touch after that.”

Rather than waiting for these types of challenges to surface from attendees, advisors can often effectively avoid them altogether by passionately conveying why they went into the business in the first place. This can be done using an approach similar to the following at the close of the event:

“Ladies and gentlemen, you’ll see on your response form that you have the opportunity to choose your first and second preferred times to come in and sit down to visit with us over the next two weeks, and we look forward to doing that with you. Now, I know what a *few* of you might be thinking right now: ‘You know, we really *should* get in to visit with them, but let’s just wait until after our vacation next month,’ or ‘With that surgery coming up in four or five weeks, let’s just wait until everything’s settled down and then book an appointment.’”

“When my assistants come by here in a few minutes to grab your response forms, please *don’t* tell them that.”

(Pause for effect.)

“And here’s why. Because I got into this business [X] years ago because I love *helping* people. And some of *the* most unfortunate situations I’ve seen in all those years are those that started like I just described. Someone had a wedding or a trip or a surgery coming up, and they put off a visit for a few weeks, and we all know what happens. A few weeks became a few months, and before you know it, those few months had become a few years. And by the time they got in to see us, the help we *could have* originally given them, we unfortunately no longer could give the same kind of help because of how their circumstances had changed. Those are instances that haunt me because I don’t get up in the morning to *not* be able to help people – I get up passionate about helping people realize the retirements they’ve envisioned.”

“Here’s the deal: Many of you in this room have worked 30 or even 40 years to put yourself in this position in life and are right on the cusp of enjoying what can be the greatest season of all. And if one hour with us can help put the next 25 or 30 years of your life on financial cruise control? Well, I’d say that’s an hour well spent. So, as my team comes around here in a minute, please let them know the best day and time to sit down with us because we can’t wait to get to know you and understand how we might help *you*.”