



Josh Braun's Tongue-Tied Objection Flashcards

If you're selling something, you hear objections all the time.

If you could hit pause and think about how you'd respond, you'd nail it. But you can't. There's no time in the moment. Prospects put you on the spot and you get tongue-tied.

And the only way to fix that is to get your reps in ahead of time.
Practice. Drill. Make responses second nature.

That's why Josh Braun created his [Tongue Tied Objection Flashcards](#).

And we're bringing you a 30MPC-approved peek at our favorite cards.



Keys to Success

1. Detach from the outcome. It's okay if people want to talk. It's also okay if they don't.
2. You don't control how other people interpret your message or how they respond. You only control what you say and how you say it.
3. Think "conversations" with an "s" not a conversation.
4. Be calm. Use a Ted Talk rather than a CrossFit voice.
5. You're the prize.

Objection: We Do That In-House

1. Defuse	2. Discover
"That's okay."	"How's that been going?" "Sounds like you're happy with how things are going."
3. Discuss	
"Would you be open to reviewing what your options are, just to see if there are opportunities beyond what you have now, to (result: avoid overpaying taxes)? Not for now, but just so you have this in your back pocket for the future. Is that you'd be open to?"	

Objection: Your Price is Too High

1. Defuse	2. Discover
"I'm sorry, too high?"	"Seems like price is your only concern."
3. Discuss	
"Sounds like you have a reason for thinking our price is too high." "Sounds like there's a ceiling to what you want to pay."	

Objection: We Have a Vendor

1. Defuse	2. Discover
"That's okay."	"How's that working out for you?" "Sounds like you're happy with them."
3. Discuss	
"You're probably going to think this is a waste of time, but would you be open to seeing if there are opportunities in addition to what you have now to (result: avoid overpaying insurance premiums)?"	

Objection: We Don't Have a Budget

1. Defuse	2. Discover
"That's okay."	"Sounds like you have higher priority projects."
3. Discuss	
"I know I'm overstepping my bounds, but would it be a horrible idea to explore if there's even a business case to be made?"	

Objection: Is This a Cold Call?

1. Defuse	2. Discover
"It is. How am I doing?"	"It is. I'm nervous and my palms are sweaty. Can you tell?"
3. Discuss	
"You probably hate getting cold calls as much as I hate making them. Would it be okay if I stole a minute to tell you why, based on my research, I'm calling or would you like to hang up?"	

Objection: I Thought You Were Someone Else (funny)

1. Defuse

(laughing) "I'm never the call anyone is expecting. One of my rare talents is catching people at the wrong time."

2. Discuss

"Would it be a horrible idea if I stole 1 minute to explain why I'm really keen to speak with you, or would you like to hang up?"

Objection: I'm Not Interested

1. Defuse

"I get it."

2. Discover

"I know you didn't ask me to call you."

3. Discuss

"Before we hang up if it's not asking too much, is it that my timing is off or is this just not a priority right now?"

Objection: Call Me Next Quarter/Month

1. Defuse	2. Discover
<p>“Next quarter?” (Use a slight up-tone as if to say, tell me more.)</p>	<p>(If no reason is given)</p> <p>“It seems like this might not be a priority this year.”</p> <p>(If a reason is given)</p> <p>“It seems like you’re really passionate about (what they’re interested in) and want to find the right time to explore your options.”</p>
3. Discuss	
<p>“In the interim, we create a lot of content for (their title) around (topic they’re interested in). Would it be okay if I sent that to you via email from time to time?”</p>	

Those are our favorite plays from Josh Braun’s Tongue Tied flashcards!

Get ready to handle those objections like a cool cucumber.

Don’t forget to grab all [34 Tongue Tied Objection Flashcards](#) from our buddy Josh + check him out at <https://joshbraun.com/>

