

# How to Overcome the 7 Most Common Objections

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**Prospective Members  
Will Give You HUNDREDS of Reasons  
Why They Aren't Joining Today.  
Here's How to Handle  
The 7 Most Common!**

# How to Overcome the 7 Most Common Objections You Hear...

Here are the **seven most common objections** prospective members give us when they consider joining a health club:

- I want to think about it.*
- I have to talk to my husband/wife/significant other.*
- I want to check out other clubs.*
- I don't know if I have the time.*
- The price is too high.*
- I don't want to join long term.*
- I don't know if I'll like it.*

**Step #1)** Set up a Master Objection Sheet for each of these seven objections. We have provided you a start for the most common objection "I Wanna Think About It".

**Step #2)** For each Master Objection Sheet. Identify the 7 best responses for that particular objection.

**Step #3)** Read your objection sheets once a day for 30 days. This will ingrain the responses. You will have them on the tip of your tongue when you need to use them.



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Who is going to be more effective at handling objections and enrolling new members? The person who has four, five, six, or more responses ready to give for each objection they hear or the person who just says the first thing that comes to mind when they hear an objection?

Not every objection needs to be responded to. In fact, one of the best ways to diffuse the combativeness of an objection is to ask a question that causes prospective members to elaborate on their objection. When given the chance, many prospective members will talk their way right out of the very objection they gave you.

In response to any objection they give you, simply ask: "*Why do you feel that way?*" or "*Why are you telling me that?*" A great way to respond when people tell you your price is too high is to simply ask: "*Which means?*" This throws the ball back into their court and causes them to elaborate on the statement they have just made.

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**Need help with getting your 7 Objection Sheets completed?  
Need more advanced assistance in getting your club to the next level?**

**Call Allan Boushie and Bob Sisk, Co-Founders  
for a free consultation today  
(732) 384-0000**

# 7 Most Common Sales Objections

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## Sales Objection #1

**"I HAVE TO THINK ABOUT IT"**

- 1) If I let you leave here today and think about it... .How long did it take for you to come in here in the first place? Two years and twenty pounds ago, right? Who's to say you're not going think about it for another two years? You wouldn't be here right now if you didn't already say to yourself: "*Yes, I want to do this.*" Let's get you started; fair enough?
- 2) Just to make sure I've answered all your questions, let's recap everything you need to think about.....
- 3) You've never been closer to starting your exercise program than you are right now... .let's get you started, fair enough?
- 4) If you were ever going to join the club, what would cause you to do so at that time?
- 5) When was the last time you experienced the "natural high" you get from exercising?
- 6) What do you see as the greatest obstacle standing between you and achieving your fitness goals?
- 7) Are you serious about accomplishing your fitness goals?
- 8)
- 9)
- 10)

# Sales Objection #2

**"I HAVE TO TALK TO MY \_\_\_\_\_ (HUSBAND/WIFE/SIGNIFICANT OTHER)"**

- 1) What do you think they will say?
- 2) Would they object to you joining?
- 3) How would they feel if you lost 15 pounds and looked great?
- 4) Call them and ask them.. .you can use my phone.
- 5) Health is a personal issue: if you were sick, would you have to ask them if you could go to the doctor?
- 6) They haven't seen the club so how can they possibly help you with your decision? I'll give them a free one-week guest pass so they can use the club with you. How does that sound?
- 7) We have a full money back guarantee. If your significant other says no, we'll give you a full refund. Let's get you started, fair enough?
- 8)
- 9)
- 10)



# Sales Objection #3

**"I WANT TO CHECK OUT OTHER CLUBS"**

- 1) We're the most convenient club to where you live (work). Is location important?
- 2) Can you see yourself as a member here?
- 3) People usually go where they want to be first and you came here first.
- 4) We're going to make you feel very comfortable here by working out with you the first few times you come. What makes our club really unique is our friendly and helpful staff.
- 5) Do we have everything you're looking for?
- 6) I'm at this club and I'm going to give you the best service so you'll get the results you want faster and easier than you ever could at any other club.
- 7) Most clubs have similar equipment, but this club is the only club that has me.
- 8)
- 9)
- 10)



# **Sales Objection #4**

***"I DON'T HAVE THE TIME"***

- 1) There are 168 hours in a week. Can you fit 2-3 hours a week in for your health?
- 2) Have you ever tried before?
- 3) You can't afford NOT to make the time.
- 4) By working out 2-3 times a week, you'll be able to add 2-3 hours of productivity to every day.
- 5) Is your life that stressful that you can't make time for your health?
- 6) Let's talk about some ways you can fit it in... .
- 7) Do you fit in brushing your teeth and taking a shower every day? Your health should be part of your lifestyle just like your personal hygiene habits.
- 8) Wouldn't it be better to make the time now rather than have your doctor tell you that you have to make the time later when it's too late?
- 9)
- 10)



# Sales Objection #5

**"THE PRICE IS TOO HIGH / IT COSTS TOO MUCH"**

- 1) Compared to what? (Let them respond and then say) Which means?
- 2) Is it the initiation fee or the monthly dues?
- 3) Is your health worth \$ 1.20 a day? You probably spend more than that on soft drinks and junk food every day, right?
- 4) How much would one night out at the movies with dinner cost? Probably more than what we charge for one entire month.
- 5) Think about what you get for \$40 a month... You can come to the club 12-16 hours a day, seven days a week. The club will pay for the heat and air conditioning, the music, the television, and if you want to take a shower, we'll pay for the water. PLUS, you get to use all the fitness equipment you could possibly want and as an added benefit, you're going to get in shape, enhance your lifestyle and extend your life.
- 6) Is price your only concern, or are you also concerned about the upkeep of the facilities, the services the club has to offer, and the cleanliness of the club?
- 7) If the club isn't exactly right for you there's no charge. Now let's set up a complimentary personal training session so we can see if this club is the one for you.
- 8) Our price reflects the quality, value and service that an intelligent, mature, responsible clientele appreciate.
- 9)
- 10)



# Sales Objection #6

**"I DON'T WANT TO JOIN LONG TERM"**

- 1) Why do you feel that way?
- 2) Once you get in shape: how long do you want to stay that way?
- 3) How long did it take you to get out of shape?
- 4) We want to fill our club with people that have made a commitment to their health and fitness.
- 5) We don't want to overcrowd the club with short-term memberships.
- 6)
- 7)
- 8)
- 9)
- 10)



# Sales Objection #7

**"I DON'T KNOW IF I'D LIKE IT. I'VE NEVER JOINED A HEALTH CLUB BEFORE..."**

- 1) The hardest part of working out is just showing up for your workout: once you're here, it's a breeze.
- 2) You won't be able to believe how great you feel after each workout.
- 3) Not everyone who comes to the club enjoys every workout.
- 4) I understand your apprehension: every beginner has hesitations. That's why we offer two complimentary personal training sessions when you first start to insure that you'll like it.
- 5) Do you like brushing your teeth and shaving every day? We do things that are good for us whether we like them or not.
- 6) Why are you telling me that?
- 7)
- 8)
- 9)
- 10)

