

## Capability Amplifier Episode #61 - 5 Powerful Ways To Answer Top Sales Objections



Hi there,

**That costs too much money... It's WAY too expensive... I don't have the cash right now... What's the return on investment?**

**What about "I'm not going to pay \$10,000, \$15,000 or \$20,000, for a virtual program! I expect an in-person experience."**

**What are the biggest sales objections you and your team are getting consistently that block the big sale? How frustrating is it when you realize you've lost a potential client because they ghost you?**

I'll tell you why you keep getting these same objections. **It's because you're not asking enough questions** and that's what this episode of [Capability Amplifier](#) is all about.

Gathering the *right* data so that you can present the *right* information and never feel like you're in that, pushy/sale-sy/yucky mode. Instead your potential clients will be pulled **into** you, experiencing the moment where they say, *"wow, I already know I want to work with you, how do we start, I've been looking for someone just like you for a long time!"*

Today I'd also like to introduce you to someone super special! Her name is **Marisa Brassfield** and you may know her because she worked with Peter Diamandis for years, helping build the [Abundance 360 Community](#) and create the "Strike Force Team" that supported it.

A while back she left that organization and decided to evolve, grow and build her own career and we decided to start working together. Together, we created the [Superpower Accelerator](#), which is a boutique experience where we help people build their brands and their platforms.

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**The biggest challenge that most businesses have is their messaging is off.**

It's why prospects don't connect and convert.

Consistently having a great sales message that gets someone to enroll, is pre-qualified, and being able to **repeat** that same messaging over and over again is super important. Knowing that your sales team actually says the same things, tells the same stories and is prepared with responses to all of the biggest objections to working with you would be invaluable, right?

On this podcast, we share the deep psychology that has been proven to work. It's the same exact system that I am building inside [Strategic Coach](#) with Dan Sullivan and his team. Part of what Dan calls the *Free Zone Frontier Program*.

If you're ever in a situation where you need to have a sales conversation, whether it's live or virtual, the first thing you need to ask is "The Dan Sullivan Question."

**"If you and I were to meet three years from today, what needs to happen in your life personally and professionally for you to feel satisfied with your progress?"**

This will enable you to get inside the head and psyche of the person and learn A LOT about them, their values and truly understand where they are in their lives.

If you're talking to someone who is already financially successful and secure, they're going to have VERY different answers from someone who is a first-time entrepreneur, perhaps fresh out of college, in debt, or dealing with discovering themselves and their identity.

When you are armed with this information it enables you to direct the sales conversation and perfectly personalize your offer to them.

Next is the DOS question (Dangers, Opportunities, and Strengths).

Ask your prospect:

- 1 - What are the dangers that you and your business are facing right now?
- 2- What opportunities are in front of you that you either cannot take advantage of because you don't have the right team, resources, capital or capabilities?
- 3- What strengths do you have that could become something that differentiates you and your business?

When you have answers to those questions, continuing the sales conversation becomes much, much easier.

To hear the rest of our responses to typical sales objections, go [here](#) to watch the video on YouTube or [download and listen to the audio right now](#).

[Click here to watch the Vision Day Video](#)



[Click here to apply for Vision Day](#)

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After you listen to the interview, leave me a message and let me know what you think of this episode OR ask a question you'd like Dan or me to answer in an upcoming episode! Head over to Capability Amplifier, scroll down and click "[Send a Voice Message](#)". Dan and I give away cool gifts to a lucky winner every week. I think it should be you!

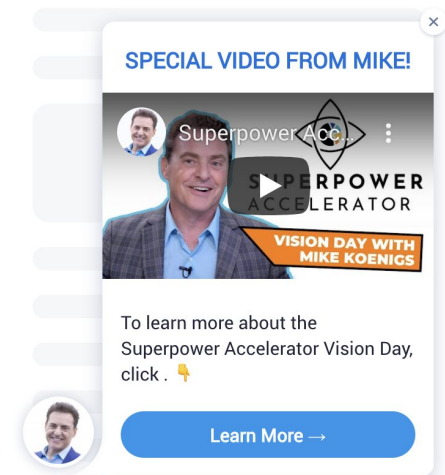


Mike

**PS - NEW VIDEO:** Imagine highly qualified prospects who say, *"I already know I want to work with you. How do we start working together?"* Imagine these perfectly-fit, qualified people ready to invest in your products and services seeking YOU and saying: *"I've been looking for someone just like you for a long time."*

How do you get from where you are now to there?

[Visit my web site and check out this short video](#) and let me know what you think!



**MK** MIKE KOENIGS

**HERE IS YOUR FREE TRANSCRIPT FROM**  
**Capability Amplifier Episode #61:**  
**5 Powerful Ways To Answer Top Sales Objections**

**Note:** *this is a machine-produced transcript and is NOT perfect! It's intended to provide support to the podcast episode and give you and your team language and tools to help you enroll more customers faster!*

Mike Koenigs 0:00

That costs too much money!

It's too expensive!

What are the biggest sales objections you and your team are getting all the time that blocks the big sale? Or when do you know that you lose someone and they ghost you? I'll tell you why. It's because you're not asking enough questions upfront. And that's what this episode is all about gathering the data so that you can present the right information and you don't feel like selling you don't get into that yucky mode, but people are pulled into you experiencing that moment where they say, wow, "I already know I want to work with you. How do we start working together" I've been looking for someone just like you for a long time!"

I don't have the cash flow right now! Oh, that's a good one. That's a good one. How about I'm not gonna pay \$10,000 or \$15,000 or \$20,000 for a virtual program!

I expect to have something where I'm showing up in person.

Marissa Brassfield 0:54

What's the return on investment?

Mike Koenigs 0:57

One of the favorite ones and the answer to this is not what you think it is. What people want and what they need are two different things. Here's how you can pull someone into a place where their hearts and their minds and their wallets open up without the experience feeling yucky, contrived, and in a way that you and your salespeople have a consistent, reliable message that's easy to remember easy to implement and brings people in and thank you for making the sale All that and more on this episode of Capability Amplifier. Welcome to another episode of Capability Amplifier. In this episode, I have something super awesome for you and I have someone super special for you too. And if you've ever been in a situation where you have a sales team or you do sales, or engaging with clients, and you're wondering how do I create a situation or a circumstance where a right fit perfectly fit person shows up and says I already know I want to work with you. been looking for someone just like you for what seems like

forever? How do we start working together? That's the equivalent of "I love you" in the sales world.

The biggest challenge that most businesses have is their messaging is off, trying to consistently have a great sales message that gets someone to enroll, raise their hands, be pre-qualified, and be able to repeat that over and over again. And if you have a sales team, knowing that your sales team actually says the same thing tells the same stories, what would it be like to be able to provide that and have them prepared with responses and reactions to all of the biggest objections to working with you? What would they be?

Well, if you've got a sales team that stumbles and fumbles and struggles or consistent sales message, I'm going to share today with you the deep psychology that has been proven to work, it's the same exact system that I am actually building inside Strategic Coach with Dan Sullivan and his team part of what we call the free zone frontier program. I have something super special with me today, who's going to be performing the interview, who's prepared all the questions. Some of these, I don't even know what they are yet. And some of them, I do know what the questions are. And I'm actually going to be performing and responding in real time so that you can learn how this works and how you can use it in your own business. But there's also something else really cool. It's something that you'll be able to model in your own business as well.

Now, I already alluded to the fact that there's someone special with me today. Her name is Marisa Brassfield. You may know her because she worked with Peter Diamandis for years, helping build the abundance 360 community. A while ago, she left that organization. She decided to evolve and grow and build her own career outside of this, and we decided to start working together. So together, we have the superpower accelerator, it's a boutique where we help people build their brands and their platforms. But enough about me, let me bring on Marissa Brassfield Marissa, welcome. Hi.

Marissa Brassfield 4:03

Thank you so much, Mike. It's a treat. I love Strategic Coach. I love helping entrepreneurs articulate and share their unique genius. So I'm really pumped for this conversation.

Mike Koenigs 4:14

Me too. We've been talking about doing this for a long time. And just full disclosure, part of the reason we're doing this is we're actually building this podcast is this training content. It's a way to practice the reactions and objections. If you've been someone who's been thinking about joining coach, well, you're going to learn an awful lot about it as a result, but also, again, this is something that you can model and share with your sales team as well. So I think we'll talk more about what we're doing and why we're doing it. But why don't we just dig in so people can sample this without any further delay, what do you say?

Marissa Brassfield 4:50

I love it. But before we get in, there is one concept that is super important and it's leverage. I'd love it if you could kick off by talking about the Dan Sullivan question, the DOS conversation and how you can gain leverage with this very, very simple framework.

Mike Koenigs 5:06

Oh, I'm so glad you did that. So let's begin. If you're in a situation where you needed to make a sales conversation, a sales call, and someone contacted you or you met them, this doesn't matter if it's live, it's virtual. It can be online. In fact, I use this when people apply to work with us, for example, the Dan Sullivan question or the R factor question is simply, if you and I were to meet three years from today, what needs to happen in your life personally and professionally for you to feel satisfied with your progress? Now, there are variations of that question. But this will enable you to get into the head and the psyche of your individual that you're talking to and learn a lot about them and their values, what matters and truly understand where they are in their lives. evolutionary state. So if you're talking to someone who is already financially successful and secure, they're gonna have a very different answer to someone who is a first time entrepreneur, maybe fresh out of college in debt or dealing with discovering themselves and their identity. And there's another aspect of this, that's really, really important because when you are armed with this information, and you are provided with it, it enables you to direct the sales conversation after that. So let's just call that number one. And everyone at Strategic Coach has taught this. I teach it to everyone that I work with as well. And the book The Dan Sullivan question is something I highly recommend you get your hands on, and it really revolves around this.

So the part two of your question is the DOS conversation. So what Dan teaches in the DOS conversation and again, every single person at strategic coaches is taught to ask this and this is in the sales team for Example. So they'll ask, okay, what are the dangers that you and your business are facing right now? What opportunities are in front of you that you either cannot take advantage of or you wish you could or can't because you don't have the right team, you don't have the right resources. You are done and don't have maybe capital or the capabilities to take advantage of those. And then what strengths do you have? And these are, these are elements that could become either your unique abilities, something that differentiates you and your business. And again, know that these are personal and business as well. You can alternate Nancy's questions. Now when you have answers to those questions again, das being dangerous opportunities and strengths. And I will tell you that there are variations of these so if you read this, I know I'm not describing them word for word as a Dan made to describe them. But so again, you can adapt this for your own environment. But when you have this information, continuing the sales conversation becomes much, much easier.

But at this point, I do what I always do, which is defer to Marisa and ask you, is there anything else that I may be left out or forgot that we should use to clarify this a little bit further, before we get into the meat potatoes of overcoming big objections?

Marissa Brassfield 8:25



Oh, that was great. By starting the conversation around having the client, the lead the prospects talk through their goals and their aspirations. You can really, as you said, personalize that narrative so that it's most unique and relevant, which we're going to do right now. So let's start with the objections. You ready?

Mike Koenigs 8:47

Yeah, I'm upset. So shoot. And, again, just to frame this a little bit for anyone who's not familiar with what's going on, the reason I do this all the time when we work together when it's time to create content we just create a big list of stuff. And I basically perform that and I channel through the lens of the salesperson or the exam, the professional. And then I also do my best to channel the recipient or in other words, who is the audience that we want to receive. And this is how we craft and create messages when we're working with someone and this is exactly what we're doing with Strategic Coach right now for our free zone project. So go for it.

Marissa Brassfield 9:27

Okay, here's the first objection. This costs too much money. This is expensive.

Mike Koenigs 9:35

All right. So the way I opened this up is I say, well, expensive compared to what and what we always find is, price is never an objection. Now in the case of Strategic Coach, there is an investment and there are multiple tiers or levels involved. So what I asked them right away, is I want to create a company trust frame right away. So I would say, what would it be worth to you if you could increase the prices of your products and services, or simplify the delivery train up of people who could take care of the house in your business. So you don't have support costs or if you had a self-managing company, what would that be worth to you?

Another one that I will do and this is really, really powerful, is I call it an imagination frame. So I would ask them if part of this is you want to create an effectively like a box or rule set that individuals' brains can fit within? Okay, human beings, even though we think we want freedom, we want choice. Very few people actually want true freedom because it forces them to be in a leadership And most people are frankly afraid of that. So what I would say is, imagine right now, if you came to Strategic Coach, and you got all the information and resources you needed to get two extra days freed up to spend with your family, do the things that matter most, maybe get in shape, lose some extra pounds go fishing. And at this point of course, I will have asked them, you know, what are the things that you love to do the most during your pre frame call, and then be able to use this time to work on your business instead of in your business? What would that be worth to you?

All right. So when I gave you the other example, which would be if you could increase the prices, if you could simplify the delivery, I will. What I'm doing is trying to appeal to the individual. In other words, our target prospects. value system, in other words, their money value because that's what they think that their life is all about, especially if they're in a space of scarcity. And again, I'm going to learn that when I asked the DOS question, but going back to



the other frame, which is about time off, freedom, freedom from and freedom to be able to work on, instead of in your business, what would it be worth right now and again, I would have asked questions about their family, for example, how old are your kids? Does your wife ever or your spouse ever complain that you're not spending enough time with him or her? Do they nag you? Is there frustration in your marriage? You know, and again, I have to make sure I've got rapport. But these are questions that you can come up with if you do the DOS conversation upfront, what are the dangers? I might say? Just tell me a little bit. You know, what's your marriage like right now? When's the last time you had a vacation? How long ago did you take that vacation? If you had two weeks? Where would you take your spouse right now, that might be something I would ask ahead of time. So again, the more information I gather in rapport, the more I can then set them up a little bit later, with what would life be like?

Now, here's another thing that I will come up with, I'll say, if you had to share with me, the number of clients and customers that you have that you absolutely love, what percentage of them are people you genuinely love, your team loves, you enjoy working with them. They're complaint free, they're simple and to deal with. And if you had five more just like them, or 10, more 50, more 5000 whatever the scale of your business is, that you'd be happy as a clam forever. Now, the reason I do that is, as I say, Do you wish you had higher quality customers who paid you more, complained less and showed up ready to do business right now? And when I asked them, What percentage are like that, I'd say what would that be worth to you? And I also asked them money questions. What's the average spend of your perfect ideal customer? How much time do you spend on the ones that are most frustrating? And the bottom line is, by the time we're done with this conversation, what I want to tell them and this is where I call it an identity close.

So I might say Now, earlier you told me so again, let me let me set up the scenario for you, Marissa. So because by this time I've again, I've gathered enough information, I do it in rapport, it's a conversation, not a narrative, but I would say to them, so let me get this straight. What you told me is If you could double the price of your products, and then simplify the delivery, and you told me that approximately 10% of your clients are what you are what you consider perfect clients. And if we could double that just double it in a year, what would that be worth to you? Just give me a round figure, you know, and they can usually come up with a number. And then if we're comparing like, okay, let's say that's 250,000 or \$500,000, in the investment in Strategic Coach is x. Okay, I'll say that's 5%. You know, is, you know, how do you feel about that?

And if I still get resistance, I'm going to just say, I'll tell you something, if I can, I'd like to be really transparent and just be blunt with you. Do I have permission to do that right now? And the person of course, will say yes, and I'll go here's what I do. found is, if you're in a place where you have clients who are cheap and difficult to work with, I have found and scarcity minded, you get exactly who you deserve you and your brand. Do your clients and customers are a reflection of who you are. And the conversations that you are unconsciously having energetically what you're putting out. The words you use are a reflection of what's going on inside you. The same is true with your salespeople. In any abundance minded entrepreneur who's successful and

wealthy in a place where they are loving life and loving their business and loving their clients are people who are attracting people because of the conversations and the words and what they send out there. So if you're arguing about money right now, or you've got clients who are doing it, the first place to begin is to start by changing yourself. And what I can tell you is once you are working inside a Strategic Coach, you're gonna find, first of all, you're around an amazing group of abundance minded like minded individuals, a community that cares and you're able to communicate and share great strategies and tactics. But more importantly, that's just being around these people that is going to rub off on you, your behaviors, your speech patterns, your language patterns will shift and change. And you will bring that back into your business and also into your family. And your family's going to notice something different. Not to mention the fact that you're going to find yourself with one extra day a week is very, very common in just a short period of time. And it will extend beyond that.

So that's basically the framework and I know I kind of jumped all over the place, but that conversation will depend a little bit based upon the results of the DOS conversation, so we could structure that. And that's, of course, what we're doing with Coach right now. I'm going to give you one little bonus idea. You ready for this one?

Let's go. Okay. So the best way to answer a question like that is with a story about a real person who's just like them. Okay. So I probably should have started with this, in hindsight, but you know, we're recording this live. But what I'd say is, you know what, that's a really common objection that I hear. And it's totally normal. But let me share a story with you about Jim.

Now, Jim is someone who's been with us for three years now at Strategic Coach. And by the way, this is based on a real life story. And it's important that you have real stories about real transformations that took place in your business, but back to Jim. So Jim came to us and he had the same challenge. He said, Look, this is too much money. It's expensive. And when he came in, I asked him the same questions. I asked him about what dangers and he's facing in his business right now cash flow was the primary one, the fact that he didn't have time. He's too busy, didn't want to travel. His wife was nagging him all the time about being gone so often. And he really felt like he was missing a lot of activities that his kids had. He's got an eight-year-old and an 11 year old. And he was in a lot of pain because of that.

And so he did join the coach. And he spent six months with this. He walked away with just two ideas. And I remember him coming to me the next quarter, and he said, Look, I'm not sure this is working for me. I'm not making more money. And I probed a little bit and what I found was, he was taking off every single Friday. He's making the same amount of money, but his wife was happy. He was seeing his kids. He was like a heck of a lot more relaxed and you lost 20 pounds. And the whole point of the story is sometimes the thing that you think you want isn't what you need. And unless you have a coach presenting tools and resources that you didn't even know existed and a new way of thinking, what you really need is what they see that you are unable to see. And the reason you're stuck in the pattern you are in the frustrated situation of not having enough money and thinking things are too expensive, is because you're trying to

solve the wrong problems with the wrong investment. And that's why coaches need coaches. And it's why you need to be around an abundance minded community of like minded entrepreneurs who are dealing with the same challenges that you are and the ones that you don't even notice and you don't even see that actually in hindsight is how I would open up my response to that individual.

Marissa Brassfield 20:59

Oh, Well, if you're listening, you basically had five different ways to approach the answer to that question. And of course, we like the last one the best. Let's go to the next one. I don't have the cash flow right now.

Mike Koenigs 21:17

That is awesome. Anytime you're providing a professional service again, the first response would be, have a story about a real person that you've worked with. Say, let me tell you about Jackie, Jackie's another person that came to coach. And this is a very common story that we hear. They come to the first meeting, and they just get used to the language because there's like a coach language that you learn, you learn to dance and speak, and you get exposed to some tools. You learn entrepreneurial time management, for example, you might learn the R factor question, the DOS question you might learn How to create an impact filter. Again, you might not have ever heard of these, but they're tools that help you get from where you are to where you want to be.

Well, let's get back to Jackie. So, Jackie came in, and she had been in a vicious cycle for three years where she had been suffering from cash flow issues, always working on and not in her business. She couldn't walk away because she was required for everything and completely stuck in a loop and suffering from burnout. And the bottom line is she again walked away after just the second meeting with two ideas, two strategies that she wished she was able to bring in that increased her cash confidence again, that is a dance speak for your ability to attract and retain money but also understand where your biggest check is coming from. And again, she was so close to the business she was in she didn't see the big picture. But by having a new magnifying glass, a new lens that came from learning a new language, he walked away with just two ideas, and her cash flow challenge went away.

So if where you are right now is in a cash flow crunch, you can't afford not to make this investment especially if cash flow is a challenge that you see in are stuck in on an ongoing basis, whether it's been for months or years or decades, and a lack of cash confidence, a lack of income is a habit. It's a behavior that you unconsciously learn. And if you're like any entrepreneur or business owner, what you're gonna find is you're all on an entrepreneurial roller coaster. And keeping your head on straight is the first game you've got to win.

You've got to just be able to not be bothered by these things that are ongoing challenges and realize that what you really need are strategies, tactics, support and coaching. And that's the only way you're going to get out of this loop. And that's one of the things that Strategic Coach

provides. And if we back out of this, you'll notice that none of what I shared with you is uncommon psychology, everyone suffers from the same challenge and it doesn't matter what you're selling right now if you just take these language patterns, and use them and one of the things that we're going to make sure we give you is, this is an audio it's also a video on YouTube and in the description, we're going to give you a link to the transcript that you can download. So if you just head on over to either Capability Amplifier comm and find this episode, there you'll you can download the link, or one of the things that you can also do is find our channel on YouTube, and this particular one I'm going to just tell you right now can be found at paid for life calm slash sales. Objection. Okay. Paid for life.com slash sales objection you can get the downloadable link for our transcript with all of this stuff inside it.

Marissa Brassfield 25:16

A lot of business owners have virtualized and digitized their programs and are wanting to still Yeah, well, right, true, true. But you know, hopefully the listeners of Capability Amplifier have and they're wanting to still charge premium prices. So this next objection is well, I'm not going to pay, let's say five figures for a virtual program.

Mike Koenigs 25:42

Okay, great. And let's just contextualize this a little bit more. So in the case of Strategic Coach Strategic Coach has existed now for around 35 years. Over 30,000 people around 35,000 have gone through the program at any given time around 3000 are in it. For business owners from all over the world. It attracts people And I know for a fact, because we've worked with some of them. India, they literally fly in for a day. from India to the United States to Chicago, for example, there are people who fly in from South Africa. These are long, long flights, okay, from all over Europe, all over the world. And a Strategic Coach had never been virtualized until recently, and there wasn't a virtual program available. And the initial response would be, well, yeah, there is a big distinction, I'm not going to pay the same or make the same investment for a virtual program, they don't see the value.

Now, so let's just so the way you frame this is, again, with something we call a contrast frame, so someone would come back and say, I'm not going to pay \$15,000 for a virtual program, for example. And by the way, Strategic Coach is not that expensive, just so you know. So what you'd ask them is, so let me ask you, what are the last three things that you invested \$15,000 in Okay, and you could ask this from a business perspective. So in your business, and what was the ROI? And what you do is you listen to them. And if you wanted to, you might even say, what are the last three things that you invested \$15,000 in, that you didn't get an ROI on? And what were the last three that you did get an ROI. And that gives you more information. And then what you do is you compare the results.

So, okay, great. So let's say for example, they said, Well, I hired this marketing consultant, and it was a total waste of time, total waste of money. They didn't give us anything that they said they're gonna, and they gave us a whole bunch of tactics that required a whole bunch of other people. And if we would have implemented it would have cost us another \$60,000. Or they

signed up and we got the B team. We didn't get the 18 that they originally sold us. Or maybe you got something super positive. Yeah, we did this direct marketing campaign. It just cost us \$7,000. They did a great job of creating a promotion, and gave us a list. We sent it out and we booked enough business to get a \$250,000 return on investment. I'm like, that's awesome. 7000 bucks 250 grand back. I hope you're doing that every single month, right?

But what you do then is you'd say, Great, so you've clearly invested and gotten an ROI. And again, ideally, you'd open up the response with a story. Let me tell you a story about someone who, you know, again, felt the exact same way you did. And what I usually like to do is be able to say yes, I understand exactly how you feel. And that's the way someone else just like you felt too.

But what they found is after attending or going through or you know, attending any event That one introduction to another individual one relationship ended up becoming a joint venture opportunity where they work together, and they produced a half million dollars in income and revenue. Okay? That would be fine for money. But that would be a money response. But what I really like to do is flip the script and give them a big benefit psychologically, which again, has something to do with freedom. And in the world of Strategic Coach, Dan talks about freedom of time, freedom of money, freedom of purpose, and freedom of relationship

Mike Koenigs 29:40

Exactly. And a connection or relationship is more valuable or an experience is more valuable than almost anything. So I like to give them a vision of what the future can be like. So this is another frame. We call the future paced vision. So I referenced their goals that may have come from the DOS conversation, the dangers, the opportunities, or strengths, or from their r factor or the Dan Sullivan question. And I and I'll say so I want you to imagine for a moment that if you could get x in just six months, how would that impact your relationship with your spouse, your relationship with your children, your relationship with your body, your sense of purpose, your sense of contribution. So I'm going to talk to their value system there. Again, this is not black and white, it's not about dollars and cents. It's never about the money. It's about perception. And so, just to make this completely connected to the virtual program, as opposed to physical.

Here's how I would respond through a story which was, look, I'm a Strategic Coach number two, I've been connected to and friends with Dan and Babs for 15 years, I've been a member of Strategic Coach for over five. And as soon as we went virtual and we did some virtual events, I was afraid that these would become less intimate, and people would be distracted. And they found exactly the opposite. Not only did I have a direct connection with Dan, I had a direct connection with all of the people and we did break up meetings, I got to meet people, I had never built a relationship before because in a physical room with 40 or 50 people, I can only connect with three or four per day when we're there. Here I'm able to do these breakout rooms. I genuinely felt like I had an intimate connection with 12 people and we were able to chat with each other in between breaks, exchange some information and ideas, something I hadn't

expected before. Okay, so that's one which is the value of intimacy and connection and relationship.

Second one is, let me ask Good question. So if you have to get in a plane and travel, and show up and stay in a hotel and be prepared to talk about the expense and the cost there, and right now I gotta be careful because I don't want to talk people out of coming to the live events because they're awesome. But so what if you knew that by attending an event, you could double your productivity and double the value of your time, and that happened every time you did it. So in this case, again, no matter what I can provide a contrast frame. So dealing with each one of these on the virtual event, he talked about the benefits of saving time and not having to travel and the fact that intimacy is actually really awesome. But when I get to the physical event, I'm going to talk about a different kind of intimacy. This case, a physical event and connecting with real people has nuance that you couldn't possibly get in an online environment. So hopefully I didn't create confusion. Hear, but you can see how we can pivot and be completely honest, completely transparent no matter what the opportunity is. And what's most important is you really need to be dialed back to the DOS question. And the Dan Sullivan question. I'm intimately connected with the challenges and the values of the person I'm talking to, and I appeal to those.

Marissa Brassfield 33:25

Amazing. So you, you've indirectly talked about how to counter an objection around return on investment, but sometimes people ask you directly, what's the return on investment? How would you answer that a little bit differently?

Mike Koenigs 33:39

Sure. So first of all, I want to anchor on something they can't put a price tag on, and we've already done this a little bit. But what I'd say is, okay, let me ask you a question. Now you told me about your wife and your kids. And by this time, I had a pride of knowing who the wife's name is and what the kids' names are in their ages. And I have also asked some pleasure questions and some pain questions. And I may have asked, you know, like, when's the last time you went on a long vacation with them? So I'd say what is the value of one free day a week that you could spend with your family, picking them up or being able to take your wife on a date, where you knew you could leave your phones in the car, neither one of you are looking at them and you wouldn't be bothered by anything work related and be 100% absolutely present. When's the last time that happened? And what would your spouse say the value of that would be okay. When's the last time you had two weeks off and again, didn't think about didn't talk about, didn't have to check in with your work? What's the price of freedom? Now here's an interesting thing. Now in the case of Strategic Coach, the average number of free days most Strategic Coach members say they have is in reach. Do you remember what the average is based upon some of the data we've gotten? I have a guesstimate. But I'm going to just check and see if you know the exact amount.

Marissa Brassfield 35:13

Gosh, I don't have the exact. I have a range though.

Mike Koenigs 35:16

Okay, go ahead and declare the range because again, I know after talking to three year members and two year members and also lifers, like, Charlie has been there, I think 15 years now Charlie Epstein. Mm hmm. He takes off about 150 days a year. That's pretty impressive. That's pretty impressive. He has a life of pleasure. And we could go in, like the cat's brothers, for example, a tremendous number of days off a year. But I know most people by the time they're one or two years in or taking off a day a week. That's the typical All right, and You can either be applying that to earning more or investing in your body, your soul, your spirit, your marriage, your relationship with your children's things that you'll never get back. So that is a very, very powerful contrast.

And so here's another one: is the value of peace of mind? So what would it be worth for you to know that no matter what the challenge is that you're facing, could be a major blow up in your business loss of a major client, major event that could come on a disturbance like the C word that's COVID. But you had the mindset to weather your way through that without losing your cool or experiencing any fear knowing that no matter what, you'll be just fine. Peace of mind. Okay, again, that's something that someone who would be arguing this probably wouldn't think of. So, here are some of the other things that we do not do this is again from a Strategic Coach perspective. And it's important that you're gathering transformation.

So you're always selling transformation no matter what industry or business you're at. So let me directly answer your question about the return on investment. So first of all, you're going to learn new skills based upon proven principles that Dan Sullivan has that allow you to create a self managing company. So you have more freedom of time, money, purpose and relationship and tying it back to the values of the individual. Here's another one that a lot of people don't think about, which is how much time do you spend right now, feeling frustrated and bothered doing things you hate to do or you're not good at doing or you don't have team members who are capable of doing that? It feels like you're the mortar and you're filling in all the gaps. So if you knew you were spending the majority of your time and your unique ability, your superpower and not in uncomfortable zones. Okay?

And then what if you knew that you could attract and retain high quality people who take on all the challenges that drive you nuts right now. Okay. And then earlier today and again, I'm going to use this. So again, I'm gonna use this, I call this an identity frame. So I'm going to ask a whole bunch of questions about their body, the state of the marriage, etc, etc. Earlier, you told me that you weigh about 25 pounds extra right now. What would it be worth right now to drop those 25 pounds because you have that extra time so you could invest more time in your body? You told me that your spouse nags you on a regular basis because you can't get off the phone. You're, you're emotionally distant. You're not present even when you're there. So what if you're 100% there all the time? Because you had better mental tools. And you and I know you get 18 summers with your children, your eight year old 11 year old let's just face it. You got no 11 years left 10 years left with your eight year old Navy, maybe nine. Okay, and with your 11 year old,



maybe six, maybe seven. Okay, you'll never get those back. What are you going to think, in the future when you're 70 years old, okay. And if you've worked through basketball games, experiences and vacations and not giving your family the time they deserve, what's that worth? Now, the other thing that you could do is talk about the future paced value, which would be what if you knew that you could prepare your business for sale, have the systems in place the people in place the self running organization, and when you showed up, you're 100% in your unique ability in your superpower, and so you would be steering the boat not having to paddle it every single day? What would that be worth to you?

So that's a lot of information. But I think again, what it did is these are values based. Anytime we're talking about these, what you want to do is I like bringing it back. Earlier you told me that, okay, I bring this back to their identity, because no one's gonna say I didn't say that. Okay, that's a really, really important thing. I'm going to give you one more tip, because I know we're getting to the point where we're going to wrap up this episode, and we're going to do another one coming up. But what I like to do, as soon as I finish talking to someone is at the beginning of a conversation. And I love doing these by the way with zoom, I hate using the phone when I do a sales enrollment. And the reason for that is I want to own your mind, your eyes and your fingers. And if you're on the phone, most likely you're multitasking, which means I have none of them. If I don't have all of them, I have none of them. And I have found that I get almost zero resistance now to do a zoom call.

And in fact, I'm just going to flat out say I refuse to do conversations that involve a sale or an enrollment, unless it's over video. If someone's not willing to make that time and make that investment, I know for a fact that they're going to be a pita. You can imagine what that word stands for. It's a pain in the hoo hoo. So. And next, what we covered here is, first of all, gathering the data, using the Dan Sullivan question in the DOS conversation, dangerous opportunity strings. That's too expensive. It never is. I don't have the cash flow. I'm not gonna pay x for a virtual program or for that matter can be a real program. And what's the ROI? What's the return on investment? Those are some of the core things that people are going to come up with and in another episode, we're going to talk about some more. So Marisa, you are awesome at summing things up through your lens. I'm curious what your big takeaways are so far?

Marissa Brassfield 42:03

Well, this is all about understanding who you're speaking with, what their dreams are their aspirations where they're getting stuck, and then connecting those dots later on in the conversation so that the opportunity is always about them. It's never about the program. And I loved some of the frames that you reference, the identity frame, the future paste frame, the juxtaposition of price, it really never is about the money and so really identify with symbols, see using Donna's frame, we're using the Dan Sullivan r factor question. Super excited to keep going because there are lots of objections left to cover, but even just these are going to help people so much.

Mike Koenigs 42:48

I agree. I agree completely. So here's where we can bring this ship into the harbor and what you can do right now, first of all, if you've enjoyed this experience, and what you hear first of all, share it with someone on your team or someone you know, think of one or two people who can benefit from this conversation and learning these skills and capabilities. Let's give you that as number one. Number two is if you haven't subscribed to both the podcast at Apple podcasts or on YouTube or the videos are, make sure you head on over there and subscribe to them that would be awesome. That way you'll get notifications to turn on the little ringer Dinger on YouTube to be reminded when a new episode comes out. And I already asked for referrals but I'm going to ask for it again. Oh, I know what it is. leave a review on Apple iTunes give this thing five stars if you think it's worth five stars, I certainly do. I wish I had this material when I was starting out and also a comment because Dan and I read every single one of them. And as usual, you can always go to Capability Amplifier and leave Dan and I an audio message as well. That's right on the homepage. And I listened to and respond to every single one of them. So there's something that you learn in here that you absolutely love, or there's something that you don't exactly agree with. Leave me a message. I'm an open book, Marissa Brassfield. I appreciate you and I love you. Thanks for being here.

Unknown Speaker 44:18

Amazing. Thank you so much. Love you too.

Mike Koenigs 44:20

All right, we'll see you in the next episode of Capability Amplifier. Thank you so much for listening and watching