

A light blue silhouette of a world map is centered on the page, serving as a background for the title text. The map shows the outlines of continents and major landmasses.

# The Royal Road to the Close Worksheet

## Royal Road to the Close

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## Objections Categorizer

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# Objections Clinic Tip Sheet

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## OBJECTIONS CLINICS

### Step 1: Objections Gathering

- If in person, it is ideal to use a flip chart to gather objections.
- If by phone, the leader writes down all the objections and asks participants to also write down all the objections.
- Open up by asking the group, rather than a specific employee, for objections.
- Ensure that you number all objections.
- Ask the group for permission to consolidate objections.
- Restate and clarify all objections as you write them down.
- At the end, ask the group if they can think of any more objections.
- Do not comment on objections provided.
- Ensure that you do not provide negative comments on objections gathered, including negative body language.
- If you feel that there may be a critical objection that has been left out, “seed” the group by saying: *“Another possibility could be...”*

### Step 2: Objections Answering

- If in person, divide the group into teams of three or four.
- If on the phone, do this individually.
- Assign a Team Leader, Timekeeper, and Scribe/Spokesperson.
- Divide the objections to be answered evenly between the teams (one to two per team; may need to overlap).
- Ask the group to use the Four Steps of Scriptwriting Clinics to develop answers to the gathered objections.
- After answering the objections, have the group ask: *“Would it work? If not, how would you improve it?”*
- Have fun with the group by asking the group to come up with two answers:
  - 1) *their professional response and,*
  - 2) *their independently wealthy response (verbal only).*
- Create purposeful time pressure during the Objections Clinic.
- Compliment the Spokesperson after the answer is given. Create a positive atmosphere with applause. Get feedback and opinions from the other teams.
- If you hear a “bad” answer, let the others do the “dirty” work.
- Continue until all objection responses are debriefed. State the objection in the first person in the appropriate tone. Alternate the answering sequence between groups.



### **Step 3: Objections Clinic Follow-Up**

Follow up with employees to determine whether the responses are working.

- Ask participants the following questions:
- Are you hearing any objections that we did not anticipate?
- Are the responses working? If yes, gather Proven Best Practices. If not, find out why.
- What are the most frequent objections that you are hearing?

# Scriptwriting Clinic Tip Sheet

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When conducting a Scriptwriting Clinic in person, divide groups into teams, each with a Leader, Spokesperson/Scribe, and Timekeeper.

<b>Scriptwriting Clinics</b>
<b>Step 1: Brainstorm Bullet Points/Headlines</b>
<ul style="list-style-type: none"><li>• Use benefits over features.</li><li>• Lend money.</li><li>• Make money.</li><li>• Save money.</li><li>• Protect money.</li><li>• Save time/provide convenience.</li></ul>
<b>Step 2: Reduce Headlines to Big Five and Rank-order</b>
<ul style="list-style-type: none"><li>• The reduced answers can range from three to seven, but the target is five to keep the script brief and focused.</li><li>• Assign a number to each answer to help prioritize the way in which information is presented.</li></ul>
<b>Step 3: Develop Each Bullet Point/Headline</b>
<ul style="list-style-type: none"><li>• Use the “Which Means/For Example” Technique to define precisely what you are offering. “<i>What I mean by (x) is...</i>” This statement is then followed with a specific example of how it worked for a client.</li><li>• Use an Indirect Anti-Competition Comment to define precisely what you are offering. Differentiate yourself from your competitor by using the word “<i>Unlike</i>.” Use this technique only once during your script.</li></ul>
<b>Step 4: Construct a First-Person Script</b>
<ul style="list-style-type: none"><li>• Use the Litany Technique to list topics to be covered in numerical order.</li></ul>



*Bullet Points*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



*Reduce and Rank to Big Five*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

*Develop Each Bullet*

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_







# Objections Clinic Coaching Tool

Date:	Location:
Clinic Facilitator:	Observer:
Objections Clinic Focus:	

- Facilitator instructed team to assign roles (Leader, Timekeeper, Scribe/ Spokesperson).
- Objections were gathered prior to answers being written down.
- Gathered objections were reduced by simple correlation.
- Objections were divided among teams.
- Used the four steps of Scriptwriting to develop answers.
- Objection answers were stated in the first person.
- The teams attempted to honestly evaluate the impact of the objection answers and improve them.
- Participants were asked to learn the responses and informed that they would be drilled with Katos.
- Participants were pre-positioned that the manager would follow up within 48 hours to see if the responses are working.

## Comments

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# Scriptwriting Clinic Coaching Tool

Date:	Location:
Facilitator:	Observer:
Clinic Topic:	

Facilitator instructed team to assign roles (Leader, Timekeeper, Scribe/Spokesperson)

Script concepts were brainstormed and written.

Brainstormed concepts were reduced to the Big Five and rank-ordered.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Specific examples were created to “prove” or support the Big Five concepts using such words as: “which mean,” “therefore,” etc.

Indirect Anti-Competition Comments were used in the scripts (no more than once during a script).

