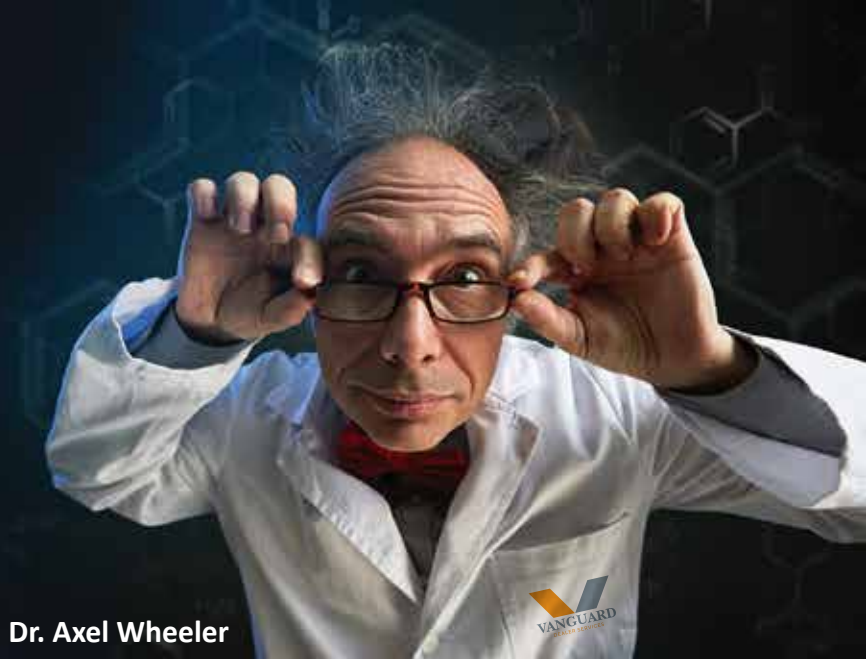


# F&I Zen Masters

## Objection Doctor

Objection Doctor, I'm really struggling dealing with customer objections. When they say 'no,' it makes me mad and sometimes fearful that if I push them too hard, they will get angry and our CSI will suffer. Please HELP!



Dr. Axel Wheeler

### **HAVE A SEAT ON THE COUCH. THE DOCTOR IS HEARING YOUR FRUSTRATION, AND HAS SOME ADVICE TO MAKE YOU A ZEN MASTER WHEN IT COMES TO SUCCESSFULLY HANDLING OBJECTIONS:**

- First, when you chose a career in sales you signed up to seek out rejection
- Seeking out rejection is not natural for humans
- In the sales profession, to get what you want, you must ask for it
- When you ask for things, people are going to tell you 'NO'
- The only way to avoid getting rejected is to never ask
- Therefore, to be successful you must gain the discipline to ask and the skills to get past 'NO'
- Objections are not rejections, but they feel like rejections
- Rejection triggers your fight-or-flight response releasing a wave of disruptive emotions: fear, insecurity, doubt, and attachment



- These emotions happen without your consent and can derail you in sales conversations
- In sales conversations, whoever exerts the most emotional control has the highest probability of getting the outcome they desire
- Therefore, to bend the probability of a win in your favor, you must rise above and gain control of your disruptive emotions



## Repeat after me:

1. Starting today, I will no longer allow rejection to control me or my actions.
2. I will take responsibility for my own life.
3. I will make my own success.
4. I will take action and persist.
5. I will find fuel in rejection.
6. I will do the things that others are unwilling to do.
7. I will make no more excuses!
8. This is my independence day!
9. I will RISE!

Sorry, the Doctor got a little caught up in this session. However, the most highly successful **F&I Zen Masters** practice this lifestyle.

**Keep those questions coming!**

