



Objection Responses Quick Guide

"I Have to Think About It."



"Karen, I'm sorry I didn't explain things more thoroughly so let me do that now. What can I clarify for you?"

"Of sure Karen, let me see if I can help. What are you not certain about?"

"I understand Karen. This is a big decision. I've helped so many other patients think about it, I'd like to help you too. What exactly do you want to think about?"



Patient is Hesitant...



"I can see you're hesitant Bonnie. Please tell me what it is that's bothering you. Maybe I can help?"

"Bonnie, I can see you're not sure about this. Can you please tell me what's holding you back and maybe I can help?"

"Bonnie, I can see your hesitation. Would it help to talk to Connie in our office who had it done. I can see if she's available?"

"I have more consults scheduled."



"What criteria will you use to decide? How will you know that you've found the surgeon that's right for you?"

"Is there anything missing from our conversation that I can clear up as long as you're here?"

"Sally, just so know, we are competitively priced with the OTHER board-certified plastic surgeons in the area who have similar amounts of experience".

No Time for Downtime...



"You're right, Kathy. There's never a good time because life will always gets in the way, so you just make the time and it all works out, doesn't it?"

"It'll never be more convenient, not even 2 or 10 months from now because life keeps happening and something else will come up. You just decide and then make that decision right and deal with anything that comes up. That's how we do everything, like changing jobs, having kids, remodeling your home, or buying equipment."

"Here's another way to look at it, Kathy...It took you 55 years to get to this problem and isn't it amazing that Dr. Smith can turn back the clock and have you looking fantastic within ONLY 2 weeks? Isn't that worth finding the time?"



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"I have to talk to my husband."



"You're right Susan. You should definitely run this by your husband, and out of curiosity, what if he says no?"

"Is this dependent on his approval? Are you still a yes if he is a no?"

"Oh sure, Susan, and what would he say no to? "

(Now answer that objection):

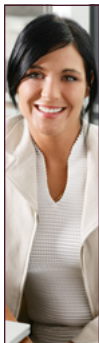
"Good to know, and would it help if he knew that Dr. Smith's pricing is different because he trains other surgeons on his innovative techniques, since he's performed more than 2,500 of them with great results? Would that give your husband peace of mind knowing you're in expert hands?"

"But he wants you happy, right? Isn't the saying, 'Happy wife, Happy life'?"

"Has he ever spent crazy money on something that you didn't understand but it made him happy, so you went with it? "

"Of course, and be sure to tell him your happiness is good for you AND for him and your marriage and that's priceless!"

Back to the Future...



"Vicky, let's assume all of this is handled and you have the surgery. How are you going to feel when you finally have the body you want?"

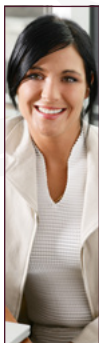
"Out of curiosity, Vicky, what happens if you don't do this? "

"What did I miss? "

"What could I have done differently?"

"Dr. Smith says you're the perfect candidate, so please tell me what you want and let me see if I can make it happen."

Competitor is Cheaper...



"Connie, Dr. Smith bases his prices on his extensive years of skills and expertise with this procedure. He's performed this procedure over 600 times and has even trained other surgeons, so I'm confident you will get the result you want at this FAIR price."

"You want it done right the first time, right?"

"Connie, Dr. Smith doesn't drop his prices, but what if I could persuade him to remove those three moles that bother you at no charge while you're in surgery? How does that sound?"

"Connie, you're so great and I'd love to have you say yes today. So, what if I could get Dr. Smith to include the post-op garments for free? Would you be willing to put down a deposit?"