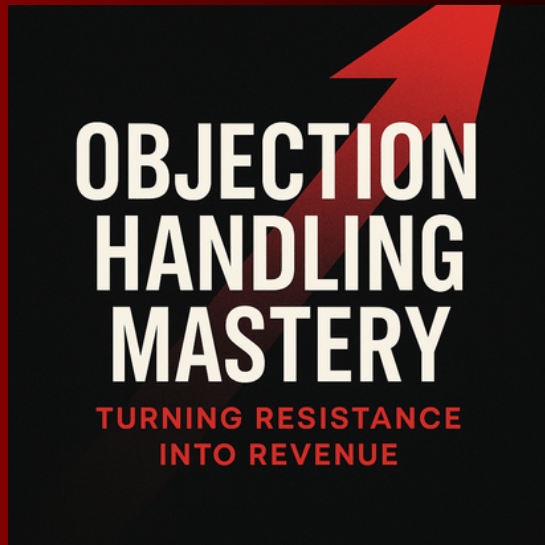


OBJECTION HANDLING MASTERY

● ENROLL NOW



Workshop Outline

Facilitator: Tim Castle

Duration: 3–4 hours (can be expanded into a 1-day or multi-day format)

Ideal Audience: Sales professionals, entrepreneurs, business development executives, and client teams.

Objective: To reframe objections as opportunities, master emotional control under pressure, and close with confidence.

Learning Outcomes

By the end of this workshop, participants will:

1. Understand the psychology behind objections.
2. Identify the 6 objection archetypes and decode intent behind each.
3. Apply the “Momentum Objection Framework” to neutralize resistance.
4. Master emotional regulation to stay composed and persuasive.
5. Rebuild value and close decisively using high-trust language.



OBJECTION HANDLING MASTERY

Curriculum Structure

Module 1: Mindset of a Negotiator (30 min)

- Concepts: Reframing rejection, emotional self-mastery, building inner confidence.
- Exercise: “From Fear to Fuel” — share one recent objection that rattled you; reframe it as an opportunity.
- Tool: Tim Castle’s 3-R Mindset Reset (Reframe → Refocus → Re-engage) and Rules for Influence.

Module 2: The Science of Objections (45 min)

Concepts: Why objections happen (fear, uncertainty, lack of clarity).

Breakdown: The 6 Common Objections: (tailored to your business)

1. “It’s too expensive.”
2. “I need to think about it.”
3. “We’re already working with someone.”
4. “Send me more info.”
5. “Now’s not the right time.”
6. “I need to speak to my boss.”

Exercise: Group brainstorm — identify emotional vs. logical objections.

Output: “Objection Map” visual on flipchart.

Module 3: The Momentum Objection Framework (60 min)

- Core Model: L-E-A-D
- Listen deeply.
- Empathize with emotional truth.
- Add insight that reframes perception.
- Direct toward a confident close.
- Role-Play: Pairs practice using L-E-A-D on real objections.
- Coaching: Tim feedback on tone, body language, and phrasing.



OBJECTION HANDLING MASTERY

Module 4: Advanced Emotional Control (30 min)

- Concepts: Managing tension, ask the right questions, and anchoring calm.
- Technique: “Pause, Breathe, Bridge” method — reset before reacting.
- Exercise: Stress simulation — respond to rapid-fire objections under time pressure.

Module 5: Rebuilding Value & Closing (45 min)

- Concepts: Value stacking, storytelling, and emotional resonance.
- Technique: “Future-Frame Closing” — get the client to visualize success post-purchase and loss aversion.
- Exercise: Rewrite a failed objection response into a win-win close.

Module 6: Live Objection Lab (60 min)

- Activity: Each participant brings a real sales challenge.
- Format: Hot-seat role-play with peer feedback and live coaching.
- Goal: Leave with 3 personalized scripts that convert.

Workshop Materials

- Participant workbook
- Objection Type Matrix
- L-E-A-D Framework Card
- Self-Assessment: Objection Confidence Score (1–10)
- Closing Script Templates

Optional Add-Ons

- Follow-Up Masterclass (2 weeks later): “Real-World Objection War Stories” — share wins and troubleshoot losses.
- Certificate: “Certified Negotiator’s Edge — Objection Handling Specialist.”

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