



When Clients Say They Can't Afford You

Please don't panic. Human nature is such that the most likely response when someone hears your pricing is: *"I can't afford that"*. It is simply the first auto-response for so many people, and not usually reality. Just let them process a little longer. Here are three helpful questions to ask.

Powerful Question One

"May I ask you a question about that?"

Acknowledge your client's money concern and validate that they are right to be cautious. Then ask for permission to ask them a question about this. This is a sensitive topic and you will do better getting their concurrence to move forward. If their answer is "yes" then you can ask...

Powerful Question Two

"If money wasn't a concern for you, is this something you would want to do?"

This question is extremely powerful because it helps your client explore if the money is the main issue, or if something else is holding them back. There are three possible outcomes.

1. "Yes, I want to do this but I simply can't afford it"
2. "No, I really just don't want to do this (Uncommon)"
3. "Maybe." (Uncertain)

If the answer yes or no, they are not likely going to become your client. That is a fine outcome, don't get attached.

When your ideal client says "maybe" or seems to be wavering that's when you may well have a potential new client, as long as you explore this together. There may be confidence issues in themselves, self-doubt, etc. that you can talk through with them. Be prepared to listen and understand. This may be emotional for them and very often they will realize they deeply desire this outcome and have been holding themselves back. They may realize they are being called to step up to a new level in their life and this is the moment.

Powerful Question Three

"What would you have to get out of our work together to make it worthwhile for you?"

This question helps them imagine what might happen if they joined you as a client. It is very powerful. You want to help them imagine how the results they will get from working with you will be more valuable to them than the money sitting in their bank accounts.

Answering this question helps the client get comfortable and even excited about working with you and the results they could achieve. Regardless of whether your business is about helping them build a business, save their health, drop 10 pounds, save their marriage or get their children into an Ivy League school, or whatever results you specialize in obtaining – this approach will help your ideal client see how the result is easily worth investing the money.