



**How Effective
Responses Keep Deals
Moving Forward**

3

**Ultimate
Callers Guide
Series**

**Handling
Resistance
Without Losing
Momentum**



Reframe



Momentum



Curiosity

Introduction

Why Resistance Is Not Failure

Resistance is not the end of a conversation. It is often the first real signal of engagement.

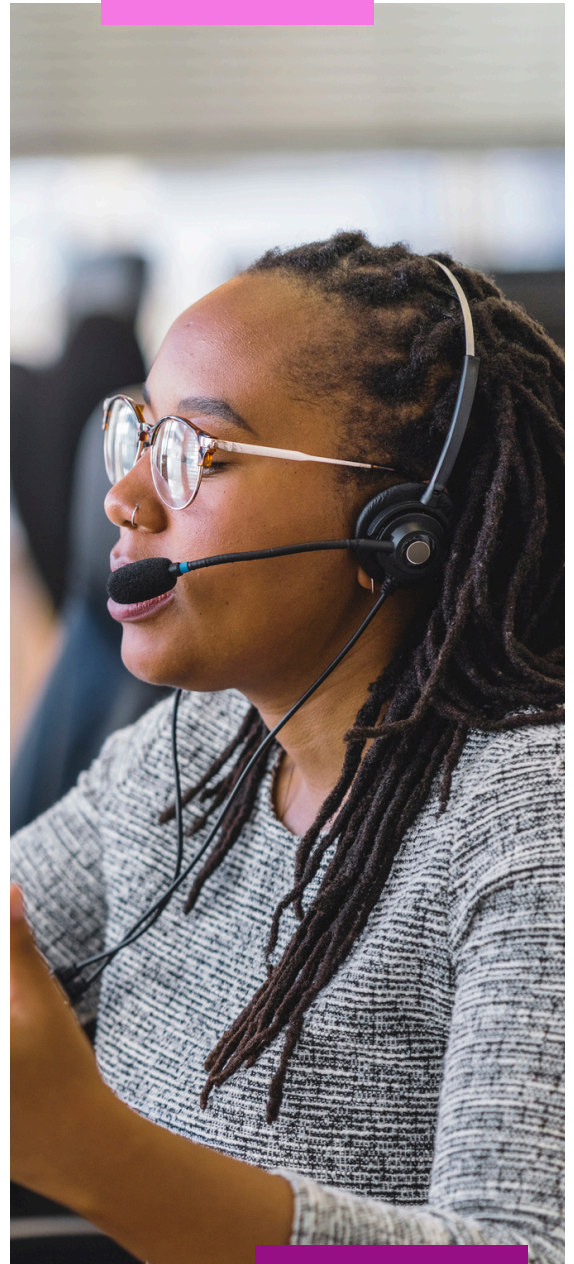
Call analysis across outbound conversations shows that resistance most often appears **after a prospect has engaged**, not before. When handled well, it creates momentum. When mishandled, it collapses the call.

Call Insight:

Calls that continue past the first objection are significantly more likely to reach 20+ exchanges than calls where the objection ends the conversation immediately.

High-performing callers treat resistance differently. They recognize it as a transition point, not a stop sign.

This book focuses on how to respond to resistance in a way that keeps conversations moving forward.



What Resistance Actually Signals

Not all resistance means “no.” In most calls, resistance falls into **one of three** categories:

1. Reflex Resistance

A natural response to interruption or unfamiliarity.

Common Examples:

- “Not interested”
- “We already have something”
- “Send me an email”

What It Signals:

Shorter relevance statements reduce cognitive load and invite response instead of evaluation.

2. Control Resistance

A prospect asserting control over time or direction.

Common Examples:

- “I’m in the middle of something”
- “This isn’t a priority right now”

What It Signals:

The prospect is aware and engaged enough to manage the interaction.

3. Cognitive Resistance

A prospect processing relevance or value.

Common Examples:

- “I don’t see how this applies”
- “We’re not focused on that”

What It Signals:

The prospect is thinking. This is the most valuable form of resistance.

High-performing callers listen for **which type** of resistance they are hearing before responding.

Why Momentum Is Lost During Objections

Momentum breaks when callers react emotionally instead of structurally.

Common Momentum Killers

- Rushing to defend
- Over-explaining value too early
- Sounding surprised or discouraged
- Changing tone from confident to apologetic

Call Insight:

The first objection is often the point where calls split:

Short calls end here. **Successful calls expand here.**

What happens next predicts whether the conversation reaches real depth or exits early.

What Effective Callers Do Instead

- Acknowledge without validating rejection
- Maintain steady tone and pace
- Respond with curiosity
- Guide the conversation forward one step at a time

When resistance is handled well, call length increases and prospect talk time rises.

That shift is one of the **strongest early indicators** that a meeting is still in play.

Handled well, resistance is a **momentum trigger**, not a stopping point.

Why Momentum Is Lost During Objections

Reading and Responding Without Losing Control

This is where coaching has the biggest impact. Use this framework to guide live calls, call reviews, or role-plays.

Coaching Tip:
If the caller’s tone stays calm, the prospect’s usually follows.

Coach in Real Time Checklist

When resistance appears, listen for:

Tone Shift

Did the prospect tighten, slow down, or soften?

Energy Level

Did the pace drop or become rushed?

Language Choice

Was the response reflexive or specific?

Then coach the response:

Acknowledge Briefly

“I hear that.”
“That’s fair.”

Reframe Without Pushing

“Most people I speak with said the same thing at first.”

Redirect With Curiosity

“Out of curiosity, how are you handling that today?”

Responses That Keep Momentum Moving

Prospect: “Not interested”

Instead of exiting or pushing:

“That’s fair. Most people I speak with weren’t either at first. Can I share why I reached out?”

Prospect: “Just send me an email”

Instead of complying immediately:

“Happy to. Before I do, can I make sure it’s actually relevant?”

Prospect: “We already have a solution”

Instead of defending:

“That makes sense. Out of curiosity, what prompted you to choose it?”

Pattern to Notice:

These responses are calm, curious, and forward-moving. They invite conversation instead of forcing it.



What Comes Next

When resistance is handled well:

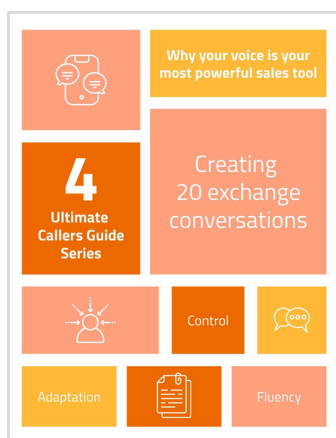
- Conversations extend
- Prospects speak more
- Context expands
- Next steps feel natural

This skill builds directly on:

- Book 1: Tone and Presence
- Book 2: Control in the First 30 Seconds

The next guide focuses on what happens after resistance is navigated.

Next in the Series



Book 4

*Creating 20 Exchange Conversations:
How strong calls move beyond openers into
real dialogue*

Recommended Resources:

To see how resistance shows up in real outbound calls, watch the episode below from *In The Know with Kelly Grafton*.

In The Know with Kelly Grafton: Politeness in Prospecting

This episode explores how prospects use polite language to deflect, delay, or regain control of conversations and how strong callers respond without losing momentum. Dr. Bitty Balducci breaks down why polite resistance is often misread as disinterest and how tone, pacing, and curiosity keep conversations moving forward.

You'll hear examples of:

- Polite deflection versus true rejection
- How callers unintentionally collapse momentum
- What effective resistance responses sound like in live calls

Watch the episode





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