



HUG IT & PIVOT

A Simple 2-Step Approach To Responding To Any Objection

Course Description:

Too many salespeople treat objections like battles to be won—resulting in defensive tactics, lost rapport, and hung-up calls. This course flips the script: you'll learn to “hug” every objection with empathy and respect, then “pivot” smoothly into solutions that align with your prospect's real concerns. Grounded entirely in the Hug It & Pivot methodology, these techniques are universal: no matter what you sell (including yourself), you'll walk away ready to turn objections into your greatest opportunity.

Participants Will Walk Away With:

- **Key Insight #1: Empathy-First “Hug”:** Learn why leading with empathy disarms resistance—embracing objections rather than fighting them—and how a simple “I get that” can keep you in the conversation .
- **Key Insight #2: Clarifying-Question “Hug”:** Master questions that clear the fog (e.g. “When you say X, do you mean Y or Z?”), ensuring you address the real issue and demonstrate active listening .
- **Key Insight #3: “Rare-Heard” Elevation:** Elevate your prospect by acknowledging when their concern is unique—“That's the first time someone's asked me that this week”—to build authority and rapport .
- **Key Insight #4: The Embrace Mindset Shift:** Replace “overcoming objections” (conquer, defeat) with “embracing objections,” recognizing that every objection means you're still in the game—and still able to win .
- **Key Insight #5: Three-Pronged “Pivot” Toolkit:** Move from hug to resolution using:
 1. **Declarative answers** (“Yes—they do go up, here's why...”)
 2. **Clarifying follow-ups** (“Just to be clear, are you asking about...?”)
 3. **Comparative stories** (“A client in your shoes did this, and here's what happened.”)

💡 Why This Is Important:

Objections aren't roadblocks—they're signals that you are still in the game. Without a clear “hug and pivot” process, you may miss the chance to address real concerns and lose momentum. By leading with empathy, asking focused questions, and seamlessly pivoting to solutions, you'll turn hesitation into engagement, deepen trust, and close more deals—no matter what you're selling.

