

Follow Up to:

### Client Acquisition: Overcoming Objections (103)

#### Potential Client objections:

- ◆ "Only rich people can afford an advocate!"
- ◆ "I got an advocate for free at the hospital (or insurance company) so why do I need you?"
- ◆ "If my insurance doesn't cover it, I'm not interested."
- ◆ "My (wife, nephew, neighbor) can help me with that."
- ◆ "I found another advocate who charges less than you do."
- ◆ "I thought you lived near me. You are too far away to help!"



#### Provider Objections

...are about their wrong-minded idea that you will cause trouble or disrupt their status quo.

#### General Public Objections

... are a concern that private advocacy isn't available to everyone.

#### Useful links:

In the US, the Department of Health and Human Services provides fact sheets and videos to help patients (and their advocates!) clearly understand **HIPAA laws**. Make yourself familiar with these rules. Print and share some of these materials with clients and with providers who try to claim the law is something it isn't: **HIPAA Guidance Materials for Consumers:**

<https://www.hhs.gov/hipaa/for-individuals/guidance-materials-for-consumers/index.html>

**Providers love us!** Learn more in this post from the APHA Blog: **Help Us Assess the LoveFest!**

<https://www.aphablog.com/2018/07/09/help-us-assess-the-lovefest/>

We hope health insurance never covers our advocacy services. Here's why: **Why I Hope These Pigs Never Fly – and You Should, Too**

<https://www.aphablog.com/2015/09/28/why-i-hope-these-pigs-never-fly-and-you-should-too/>

#### Every Objection Is an Opportunity!

**Most objections are more than balanced out by the value your work brings to the potential client: improved quality or length of life, financial security, peace-of-mind. Make sure that balance is reflected in your response. Be sure they are thinking about the alternative to hiring you. And don't forget those Schnockers or Alligator shirts!**