

Decode "I'll Think About It" on a Call

Use it: when a prospect says 'I'll think about it'.

The steps

- 1 Pace: 'Of course, it's a decision worth thinking about.'
- 2 Ask: 'What specifically will you think about?'
- 3 Permission: 'I know it's crazy but what's the one thing that would make this a no?'
- 4 Check the by-product: 'What does not deciding give you?'
- 5 Name which of the four it is.
- 6 Agree a dated next step.

Script. 'Of course. What specifically will you be thinking about? [wait] I know it's crazy but, what would make this a no? [wait] And when shall we talk again?'

Common mistakes

- Accepting 'I'll be in touch' as a next step.
- Rushing the pause after the question.
- Answering the objection before you've heard it.

5-MINUTE DRILL. List your last five 'I'll think about it' calls. Mark the meaning of each. Write one question for each.

Patterns in their words are the door. Next, we look at what drives them through it. Next: Tue 20 Oct 2026, "NLP: Word Patterns That Hold a Room for an Hour".