

Weekly Team Training - March 16

[Overcoming the "too good to be true" objection @ 1:43](#)

Andrew explains that the most common objection is that the program seems "too good to be true", as people assume it must be free. He counters this by clarifying that there are administrative costs and premiums paid by employees, so it is not truly free. He uses the example of Medicare to illustrate that even "free" programs have underlying costs.

[Explaining the health maintenance benefit @ 10:20](#)

Andrew discusses the health maintenance benefit, which is structured as a rider rather than using CPT codes. He explains that this is because the rider is based on the ACA requirement for preventative services to be covered 100% with no employer contribution to the premium.

[Addressing concerns about audits and legal challenges @ 15:45](#)

Andrew addresses concerns raised by CPAs and attorneys about potential legal issues or audits, noting that there are no court cases or legal precedents to support these claims. He emphasizes that the programs comply with all relevant laws and regulations.

[Navigating the "first mover" objection @ 35:46](#)

The team discusses how to handle the objection that the client does not want to be the "first mover" or pioneer in adopting the program. They suggest reframing this as a fear of being alone or not believing the claims, and emphasizing that the client is not the only one using the program.

[Recap and next steps @ 44:07](#)

Andrew wraps up the meeting, noting that the recording will be uploaded and encouraging the team to reach out with any further questions. He emphasizes the importance of continuing to drive forward and close deals as tax season winds down.