

Objections: Become a Fanatic

Monday Call, October 31, 2005

Hillaker Blitz: This is last week of the 11th Period...how are those reactivation letters going? Follow up?

Cancun update: Stay calm in the storm!

1. What are the three (or however many) most frequent objections you get from prospects?

Make a list

Match up with your belief system: these are issues you have

Work on overcoming: example "too expensive"

2. Why do we need to be prepared?

Confidence

Credibility

Educate others

3. It's imperative that you understand the true nature of objections

A. Most objections are just little competition events, efforts for someone to seem more intelligent

B. Objections to Network Marketing are usually just pat boilerplate responses that they've heard from others

C. Why do we want to learn about ALL of the prospects objections? Become an objection fanatic because "Once an objection, always an objection." "A man who is convinced against his will is of the same opinion still."

Treat all objections as something positive, an opportunity for you to dispel myths. Love them!!

D. Our number one fear is change...so some objections are just not objections; you must discover the truth

E. Three worst things you can do to an objection

a. Answer with nonsense because you do not know

b. Tell the prospect that "that is nonsense"

c. Tell them you will get back to them and fail to follow up

4. Mechanisms to overcome objections:

A. Feel, Felt, Found

Validate the objection, neutralize the objection, and then move the person forward with another possibility

Examples:

B. Note objections that are self-created: your presentation results in these so go back and look at what you are saying

Examples: This is snake oil

Why haven't I heard of it before

C. Objections that you turn around into REASONS why they should proceed

Examples: Nothing works, I lost hope

Too busy...no time

D. Objections that are mostly mechanisms to put you off

Examples: I need to talk to my spouse

(great, where is she/he, let's go)

I need to think about it, pray about it

(why not pray right there)

E. Top 5 objections off the attached list that we have not already covered and ideas about what to say

1) Is this a pyramid scheme?

Alternative: Is this network marketing?

2) Too expensive

3) Doctor comes first...I will not do anything he is not in support of

4) I am not a salesman

5) I already take vitamins

5. See attached list of the 18 most frequent objections: go over them one by one and get your responses down. The lack of preparedness is holding you back from doing the most important thing we do in this business, **prospecting**.

List of Standard Objections: Be Prepared

1. Nothing Helps...lost hope
2. Scam...Pyramid scheme
3. Snake Oil
4. My insurance will not pay for it
5. Too Expensive
6. Can not develop habit to take it
7. I can find the same stuff at the health food store for less
8. No time
9. Why haven't I heard of it before
10. Concern about how it is manufactured
11. Doctor comes first...whatever he says I do
12. I need to talk to my spouse
13. Diabetics...no sugars
14. Herbal = dangerous
15. Too many other pills
16. Interferes with medicine
17. I already take vitamins
18. I do not believe in nutrition junk