

HOW WE VIEW OBJECTIONS

- If the fear of getting objections prevents you from presenting, we need to change your paradigm/ view of objections. (this is a dialogue to help influence them according to what is in their best interest)
- Brian Tracy reminds us there are no sales without objections and let’s remember, objections are not only a part of our business, they are a part of any area of life where decisions need to be made. (husband and wife have a “dialogue” about where to go on vacation- neither crumble or feel rejected)

Why do we fear objections?

- Don’t want to be uncomfortable
- Don’t want anyone else to be uncomfortable
- Don’t want to make anyone decide something they’ll regret
- No one has to be uncomfortable! It is simply a dialogue to see how you can help. It is all in the way you view it.
- We don’t make decisions for people; we help influence their decision in their best interest

When thinking of objections, we picture a person in court angrily slamming their fist down while shouting, “I object” when in fact, they are simply saying, “Please help me with more info to say yes.”

- Buying a dress (we want them to tell us what they are thinking)
- Objections provide valuable information and indicate interest (I’d buy this if it weren’t for this- tell me more)

Wouldn’t you agree that when you believe strongly in what you represent, have an abundant attitude, and aren’t attached, we don’t dread the objections. We don’t fear facing what we are confident of.

WHEN TO ANSWER OBJECTIONS

BEFORE IT COMES UP-

- Think in advance “what might their objection be?” (Sonia Stringer- “Kill the Monster”)
- ERVP Anne LoGrasso (most people it’s time & money)- Eye Story- why I almost didn’t do it
- Products- When I first saw steps I thought, “this is going to take too much time,” what I realized was it was only an extra minute in the morning and night and after the results I’ve gotten with my skin, it’s so worth it!
- You know they’ve done NM before-

WHEN IT COMES UP-

- Don’t want to seem defensive and quickly retort to prove them wrong (we’ll go over some keys to handling objections in a minute)

LATER-

- When an objection arises in the middle of the presentation, sometimes it's best not to answer it right then (especially if you don't know what to say)
 - Validate- That's a great question; I will make sure and answer that in a bit
 - Price- That's the best part- I will make sure and cover this clearly at the end

UNCOVER-

- Especially if they have a hard time making a decision and haven't given you any clues as to what is currently keeping them from saying yes.

Just Suppose Close (Brian Tracy)-

You have wrapped it up and the person wants it and is interested and says they don't know if they should. "There seems to be some question in your mind that's causing you to hesitate about going ahead right now- do you mind if I ask what it is- is it the money? They will either say yes or no. That's a very important point- in addition to that is there any other reason preventing you from going ahead. (People are reluctant to give it to you, because they know once you answer it- they have no reason not to go ahead.) Keep saying in addition to that and the last answer they give is the main reason.

KEYS TO HANDLING OBJECTIONS

You are there to make a friend and to convince them that you are acting in their best interest. Be calm, be modest, be polite and *People don't care how much you know until they know how much you care- Speak from the heart*

#1- Determine whether it is a condition-

A condition is a specific reason why someone absolutely cannot move ahead. For instance, you can't sell running shoes to someone who has lost their legs. Many people think an objection is a condition and your job is to find out if it is a condition.

I.e. - "I don't have time" . . . Tell me more about that

- Opportunity call with girl- 4 kids, twin 18 month olds, work full time. 30 min. commute, husband works, going to air conditioning school Mon-Thurs

#2 Determine if this is the real issue

In addition to that . . . (oftentimes the first reason isn't the real reason/helps buy time)

#3 Listen and ask to elaborate-

- Don't leap in and assume you know what they mean
 - * I could never do this . . . how do you mean exactly?
(Sell/ Husband b/c of so many other NM Companies)
 - * I don't know anyone . . . tell me why you think this?
- Pause before replying and answer carefully
 - * . . . Obviously you have a good reason for saying that; do you mind if I ask what it is?
- Ask- "Is that important to you?" May say "extremely important"/ may say "not really."

#4 Compliment /Validate the person and objection- that is a very important question- I'm glad you brought it up. Treat their objections as valid. (Can follow with "I'll get back to you on that")

#5 Be agreeable-never argue-

- Does that answer your question?
- Does that make sense to you so far?
- Did I explain myself clearly?
 - * (Listen- Genuinely respond and help them to be won over. Honor and respect what they are saying- don't try to compete or prove wrong. It does no good to put them on the defense.)
 - * Tom Barrett- In his book Success Happens p. 97 he says, "Have you ever started a presentation with a goal to clearly explain the business, only to find that, somewhere along the way, your goal shifted to "winning" a verbal sparring match? I have done this. It is easy to get into subtle power struggles with people and forget our original purpose. When this happens, we end up shifting our strategy to convincing them that we are right to embrace network marketing and that they are wrong not to- we are wise and they are foolish. If you are inclined to do this, remind yourself during the presentation that:
 - * You want to engage this prospect in a *conversation*, not in a *competition*
 - * You want to be in a *dialogue* with this person, not in a *debate* with them
 - * Your goal is to *present* your business, not to have a *power struggle*
 - * You don't want to talk this person into a yes. If you have to push people into the business, you will probably have to pull them along after they get in.

PREPARING TO ANSWER OBJECTIONS

- The law of six- basically six objections to buying your product or service
 - We need to sit down and think through what are our six major objections to buying our product and what is a logical answer to each of them.
 - You want to be prepared and not just make up some answer when you are in a sales situation.
 - Don't think you need to be an expert and know you will have instances where you need to say, I'm not sure- let me check on that, but
 - Let's take our business seriously and if there are mainly six- let's learn them. Product-catalog. Business- Industry Articles, Books. For the sake of time, we're going to go over four for product and five for business.
- When people know you have their best interest in mind and you aren't going to try and coerce them, they will be open to have a shift in thinking-

Phrases you will find throughout the objections part . . .

Feel, Felt, Found-

Many of my happiest customers felt the same way, but what they found was they were spending money on these things anyway and the benefits they are receiving from Arbonne's product are more than worth the extra few dollars they are spending per month.

You may be right

I just don't think it's for me . . .

For Your Benefit

One thing you might want to think about/consider- . . . "is . . . where are there holes in my schedule where I *could* do something?"

I'm not attached- When you sense you need to say it to get them off the defensive
I.e. - Couple at Oppty event

**Note- I will share different options b/c every situation is different and there are several ways you can answer the same objection. Learn to trust your gut and be genuine.*

COMMON PRODUCT OBJECTIONS

These examples are skin care only. Please think through nutrition examples- important!

Too Expensive/Don't Have the Money . . .

(What they are saying . . . "I don't see the value in spending this much")

- I hear what you're saying, if money weren't an issue, is there anything else standing in your way?
- Brian Tracy- Price resistance is simply how the prospect tells you that you haven't given enough evidence that the benefits outweigh the price.
- The more desire they have for the product, the less sensitive they are to the price
 - * Story of call to Wholesale Buyer- hadn't ordered since last summer- "it's so expensive"- don't you think? It depends on what you compare it to- drugstore/ dept. store. "Well I did get a lot of compliments when I was using it."

Never discuss price w/o discussing value at the same time (restate value)

- * What is it going to cost? For all 7 products, including the free lift . . .
- * Oil of Olay is less expensive- you're right, would you like to know why? (In presentation- I challenge you to find another anti-aging line with all 9 elements)
- Is it expensive? Compared to what?
- You get what you pay for isn't always true, but with Arbonne you can bet on it
- This is your face and so worth investing in
- Some people split it on credit and debit or two different credit cards
- 45 day money back guarantee
- Stretch price over the life of the product- take what they pay now- is it worth x amount more per month?

Genuine- (You sense they really have a financial struggle)

- I hear what you're saying- If money weren't an issue, what products would you want? (They may say, "Everything!!!" or they may name one or two items- now you know where they stand)
 - * you aren't going to get one thing tonight that you don't want- let's make a wish list for now and the future
 - * "What do you think about starting on a few products and a basic regimen, I can show you how you can earn the rest"

Excuse- ("I don't know if I should spend the money)

- Encourage- "Julie, we have a 45 day money back guarantee. If you get the results these products are designed to give you; you will be thrilled! This is your face we're talking about- it's worth investing in."

Never Argue Price- (value is what you need to show)

- * You are right, this is more than you have paid in the past, and there are good reasons why thousands of people have examined our products and compared them to what they've been using and decided to pay more for Arbonne because they wanted the benefits we spoke about.
- * There are distinct differences between our products and others on the market and those differences are worth the investment.

- After closing the sale- "Are there any other products you would like to own and aren't ordering because of budget reasons?" Yes . . . explain benefits of hosting and make note to follow up!

Don't Have the Time . . .

(What they are saying . . . "Please tell me why it is worth investing the time!")

- I hear what you're saying about being short on time . . .
- What are you doing now to take care of your skin?
- Feel, Felt, What I Found was I was already doing a couple of things in the morning and evening, so I was only investing an extra minute or two and the results I got were so worth it!
- One thing I recommend/you might want to consider is starting with a basic system that will still give you some great results, but won't take much more time than you already spend washing your face. We can talk about adding to it in the future
- If you only use a system once per day, all the more reason to make sure it's a great product that can produce results.

I Like What I Use . . .

- That's great!
- What do you use?
- What do you like about it?
- Is there anything you would change about your skin if you could?

Setting the appointment

Lisa, I'm not attached to you getting Arbonne's skin care line, Arbonne has Pure and Safe products for the whole family, and for your benefit I'd love for you to know about them.

At the Close- scrub, masque- if you are discriminating, I would encourage you to try when you run out- follow up

I want to wait until my products run out- What others have done is use their current products from their neck down (use discernment) while they started getting the benefits of Arbonne on their face. Add value in treatment set for now; Add value in wellness/nutritionals; Follow Up

* NOTE- You don't always have to have the perfect answer-

"I really don't know much about Proactiv's ingredients; I just know how many people's skin has been changed by our clear advantage line and what people are saying is that they think the internal supplement makes all the difference/ their skin isn't dry, etc.

COMMON BUSINESS OBJECTIONS

Some people just aren't going to do this (Don't have a "You have to be an idiot attitude")
-Tom Barrett

No Time . . .

(What they are saying . . . "Tell me why it would be worth my time")

Is it a condition? Prospect with 18 month old twins

- I understand how busy life can be . . .
- Tell me about your schedule?
- If you felt you had the time, would you want to start an Arbonne business?
- I'm not attached to whether you start your business (though I think we'd have a blast), but I encourage you to think about . . .
- Feel, Felt, but I Found that this is the only business that I could ever start with the limited time I had- one where I could leverage myself with other people's efforts and with consumable products
- Feel, Felt, they Found was that they couldn't believe how much time they wasted during the day that could be put toward their business.

* If you sense this really is a condition- "I know timing is everything and the timing may not be right for you now. Why don't we go ahead and schedule a couple of presentations for your friends and family. They are going to hear about Arbonne from someone anyway and it might as well be you. You never know, one of them may be ready now and when you are ready, they will be on your team.

No Money . . .

(What they are saying . . . "Tell me why it would be worth the money")

- Empathize- Things are pretty tough right now? (This opens them to elaborate)
- Ask- If money weren't an issue, is there any other reason that would keep you from getting started? (You could answer their money objection right away, but want to know if this is for real.)
- Answer-

- * Like any business, there are some expenses involved in getting started, but they are optional and you can start your Arbonne business for as little as \$29 and your personal products. (I don't think it's right to just say \$29- they need to use the products!)
- * What if I could show you a way to earn your tools and earn an extra \$500 per month?
- * This is the exact reason that many people on our team have started, so that can change!

Can't Sell . . .

(What they are saying . . . "I don't believe I can do it, would anyone want to buy from me?")

- Is this your only concern?
- Feel, Felt, what they Found was this business is really about educating people on Arbonne. Educating them on how they can replace the products they are buying anyway with Pure, Safe, and Beneficial products that give them better results! And educating them on how they can share Arbonne with others and earn an income
- This is why teachers are so good in our business
- If you look online at the EOA stories and their backgrounds, you will see we have a very wide variety of people who are successful in our company from stay at home moms to business owners to secretaries.
- We have excellent training to teach you exactly what to do- we will partner with you- all you need to do is follow

Don't Know Anyone . . .

Do you feel if you knew more people that this is a business you would want to pursue?

- Feel, Felt, what they found was that when they sat down and really thought through their network in the past and in the present, they knew more people than they realized.
- Ask where they grew up? Family? Activities?
- The great thing about this business is it's not just about who you know, but who they know also. Every person you know is a doorway to 100 or 200 people you don't know.
- Why don't you host a few get-togethers/parties/group presentations and we'll see where it goes. I do know that the people you know will hear about Arbonne from someone and it might as well be from you.

Already Tried NM/Know Someone Who Has . . .

Tell me about that . . .

What attracted you the other company?

- First of all, I'm not attached to whether or not you partner with me. I can completely understand why you may feel gun-shy about being open to another opportunity, but I encourage you to think about all of the other areas in our life where we might have a negative experience, but we don't give up on the subject completely
 - * Restaurant, movie, car, another job
- What you experienced isn't necessarily the industry- it could be the company, the products, it could be the timing wasn't right
- Why people are attracted to Arbonne
 - * No hard selling
 - * Incredible training and support (Arbonne's award)

Michael Clouse tells us we need to Prospect, Present, Duplicate AND

Get Better At the Game!

Set a two hour appointment with yourself to practice answering objections or “engaging in influential dialogue” with our prospects and customers! You will get better at the game and everyone wins when you do😊.