

Overcoming Objections

People are afraid to tell you no...so they will lie to you with an objection. The objection is not always the real reason they aren't getting started.

Ex: "is this a pyramid scheme" vs. "it's not for me"

TO HANDLE OBJECTIONS you must have initiative, resourcefulness, & POSTURE to stand up to prospects

THINK before proceeding:

1. Is this person worth my time?
 - a. Negativity
 - b. Seeing the glass half empty
 - c. Lack of energy
 - d. Lack of confidence
 - e. Do you have a bad feeling

Follow 3 steps when you have an objection:

1. Clarify the objections with a question (ex: I don't have money -- so you're saying you don't have \$199 in your bank account correct?)
2. Listen (ex: let them answer the question)
3. Always ask to get started again OR let them go

24 Objections

1. **I don't have the time.** First of all, this objection is partly true. If we diagnose why you get this network marketing objection, it comes up because your prospects day is already filled. Even if they are sitting on the couch drinking wine, their day is still filled. Your ability to get over this objection depends on your ability to show them they do have time.
 - o Janette, so you're saying if you could see that you had an extra hour in the day to work your business, you'd be all in? **(Assume the close)**
 - o Typically, they will say yes to that question.
 - o What hours do you work? What does your schedule look like?
 - o My entire goal is to share with him where she can gather 5 – 10 hours per week to work his business with my help. As soon as I do that, I've overcome that objection.
 - o I then say... **Janette, are you ready to get started so we can help you get your time back to spend with your family?**
2. **I don't have enough money to get started.** Most of the time, this objection is a bold face lie. They have the money, it's a priority battle. They are seeing your opportunity as a money spend, NOT as an investment in a business. You've got to be willing to call them out in order to help them.
 - o Just to clarify Betty, you simply don't have \$99 dollars in your bank account, is that correct?

- Ask this follow-up question. You don't have a credit card with \$99 dollars of credit on it, correct?
 - Typically they will say, no, I do but... **(you now know they have misled you)**
 - So, you really have the money, it's a matter of prioritization, am I correct?
 - Betty will say YES.
 - You then need to diagnose what Betty is spending her money on instead of getting started.
 - I will ask, Betty, when will you have \$99 available to get started so you never have this problem again?
 - She will tell me a date. So, if I call you on June 25th, you'll have it for sure – correct?
 - Then you call her on that date to get her started.
3. **I don't know anybody.** This objection is typically just a bluff. I mean, it's so easy to show them they do know people. That's all I want to do but with a take-away.
- Gigi, how many contacts do you have in your phone?
 - How many friends do you have on Facebook?
 - She'll give you numbers like 50 & 800 friends on Facebook. (averages)
 - You have people to talk to, what's the real reason you don't want to get started?
 - Then ask to get started. Gigi, are you ready to get started making money today?
4. **I don't want to bug my friends and family.** This network marketing objection comes from a specific situation their friends have had. They believe network marketing is about bugging friends and family and drawing circles on the whiteboard. (friends/family typically don't join or support until they see you succeed...so WHO is your TARGET market)
- Tell me about your experience in network marketing or why you think you need to bug your friends and family.
VERY CRITICAL (LET THEM TALK)
 - Don't defend or interrupt them. Simply let them tell you about their experience.
 - They will tell you exactly what you need to do & say to enroll them.
 - Then say, are you ready to get started making money without ever bugging your friends and family?
5. **I have to think about it.** You can't debunk this objection. You've got to figure out what they need to think about before you can go any further. This isn't an objection but most of us fall into this very big trap.
- Mariela, what exactly do you need to think about so I can get you over the proper information? BTW, if you're trying to say no, it's completely okay.
 - Give them a take-away and typically they will come back to you crawling.
 - Then Mariela will tell you what you need to know to enroll her or send information to her.
 - Send the appropriate information and ask her, when will you have reviewed the information for sure?
 - So, I can call you on January 24th and you would have reviewed the information for sure, correct?
6. **I'm not a sales person.** I love this objection because network marketing and sales people typically don't jive. We promote things we already love just like a shirt, starbucks drink, movie, or restaurant.
7. **Is mlm a scam?** This objection is laughable but they just don't know any better. Your prospect is going off of what they've heard in the past and obviously no solid facts.
- What do you mean, scam? (making them answer usually leaves them speechless)
 - NEVER get defensive and explain why their work place is a scam.
 - Simply ask them the question and that will determine whether or not you want to cover this objection or let them go.

- If you don't want to work with them say, I don't think this is a fit for you but I appreciate.
 - If you do, simply say, are you ready to get started and legitimately start making money today?
8. **Is this a pyramid scheme?** Kinda like the last scam question. This question is really cool because your prospect is simply telling you what they've been told or read. You have to get their definition before you go further.
- In order to answer your question, can you please tell me what a pyramid scheme is? **(playing dumb and making them answer the question puts you in power)**
 - They may say, well one of those Amway things?
 - I'll typically say, what is your experience in network marketing? Have you or a family member been involved in the past?
 - I want to hear their story and that will tell me...
 - *Whether I want to work with them.*
 - *Why they are telling me this.*
 - *What I need to do or say to enroll them.*
9. **What is it?** This typically is an objection BEFORE they see the video or say yes to an exposure. They are really saying, tell me why it's worth my time to watch your video.
- Would you be open to a side project?
 - What is it?
 - You need to put it in a sexy line for them, that they can understand. Let's assume they are a real estate agent.
 - I'll say, it's a way for you to generate wealth on a residual basis that won't take up a ton of your time. Would that be worth 45 minutes of your time?
 - PLEASE don't say... Would you be interested in a side project that doesn't interfere? (it's a lie. Their time is currently being taken up by something already.)
10. **I have to ask my spouse.** Let them. Never try to take this away from them. You want their spouse to be on board with them but you want their spouse to see it like they did.
- Perfect! When can me, you and your spouse get on the phone together?
 - What I don't want is you to tell him about it. He will get 10% of the real story and make a sudden determination versus seeing the entire vision.
 - Can you promise me you won't tell him anything and make sure he's able to see the entire plan?
 - Yes! Perfect, so tomorrow at XYZ time will work? I'll call you then!
11. **How much money do you make?** The question that trips most network marketers up and scares people off. For a lot of you, this question will cause you to shake, shudder and clam up. Here's how you can easily deal with it.
- What context do you ask the question in? OR
 - Are you wondering if YOU can really make money in our company?
 - They will say, YES.
 - Then give them 1 or many testimonials of real people with real results. I typically will have 3-way lined up with a successful upline to have them talk to.
 - If not, I'll say... Are you ready to become a success story? Wanna get started towards that today?
12. **How long have you been doing this?** This is about the same as the last. They are really asking a much different question and it's easy to get over.
- They're really asking if the company will be around.
 - I'll simply say, are you asking if this is a legit opportunity or making a determination on whether you'll join on my success? **(Please don't base your decision on me)**
 - I'll then direct them to testimonials & products that legitimately will help them make the proper decision.
 - Then get them on the phone with one of your experts above you.
13. **I need to try the products first.** Perfect, which products would you like to get started with! This network marketing objection is a buying question and you should love these!

- Most people have trouble because they're trying to push people where they want them to go. You can guide and direct, but allow a person to be a great customer.
 - I'll ask them what product peaks their interest most. Then give them guidance to get started with the biggest pack that will give them the most chance of network marketing success.
 - Then, are you ready to get started with "such & such pack"?
 - If they say no, you need to ask them what the real objection is why they won't get started.
- 14. Only people at the top make money.** Once again, this is an assumption and their ignorance pours out when they ask this question. You need to handle it this way for best results.
- What makes you think that people at the top make money? What is the top?
 - Remember, if you're asking questions, you're in the power position.
 - This will allow you to get the information you need to provide or tell them to enroll them.
 - Then say, are you ready to be at the top of your organization and get started today?
- 15. I tried it. It didn't work.** This obviously comes from a person that has been involved before and it didn't go perfectly. Your job is to find out why.
- Remember, clarify. What do you mean it didn't work?
 - What were you told to do? Did you have help?
 - Then, determine what was missing. Typically an upline told them to do something that just didn't make any sense. Or they were left to their own devices to enroll people.
 - I then take that thing they didn't have and say... If you had XYZ, would that give you the ability to make the money you deserve?
 - If they've told you the truth, this answer will be a yes.
 - Just make sure you're willing to provide that.
- 16. I already have a good job.** Network marketing objections in this tone tells you that they don't understand network marketing. Nobody uses it as a job or certainly shouldn't at first.
- I want to clarify that they know what network marketing is. I'll ask, do you love your job more than anything else? Would you do it even if you didn't have to? Did you know this is something you can do super part time?
 - They simply are confused in their mind. They think that network marketing is something that they would do full time and that simply isn't true.
 - If they love their job more than anything else, let them go. That's fantastic!
 - If they don't, then say... Would you like to start working on your fortune in an hour or 2 a day so you can truly live your dream life?
 - Once they understand the game, they will say yes!
 - Network Marketing Training | The Daily Habits You Need For Success
- 17. I'm not the network marketing type.** What? What does that even mean?
- I have no idea what it means. You need clarification.
 - I would say, are you just trying to tell me no? It's not a good fit for you.
 - Then I would let them go.
 - MLM Success | How To Easily Triple Your Income ALMOST Overnight
- 18. I can get the products cheaper.**
- Typically, they are not comparing apples to apples. I would ask, what product are you specifically talking about?
 - Get the answer and compare.
 - Then let them know the distinct differences that your product brings to the table. This will allow you show why your product is way better than the rest.
 - Say something like, Are you ready to get **(BENEFITS of your product)?**
 - **MLM Recruiting | The Effectiveness of My Simple Facebook Daily Routine**

19. Too much competition. This is a network marketing objection that typically is coming from ignorance. They really don't know what this means. I find that this is a person trying to say no.

- o I'll clarify by saying, what do you mean – too much competition?
- o Are you just trying to say, it's not a good fit for you?
- o Don't try to convince with this objection. Just simply let them go.
- o MLM Lead Generation | How To Create A Customized Recruiting System

20. My friend lost money with this.

- o You need to hear their story. I will say, "I'm sorry to hear. What happened with your friend?"
- o Let them know, there is no money lost because their friend received product more than likely.
- o Then explain the differences and why they will succeed no matter what with your network marketing opportunity.
- o This will allow them to see why you will be different.
- o Then say, "Are you ready to get started so you friend can actually achieve their dreams?"
- o Recruit Reps Easily With These 5 Network Marketing Strategies

21. I'm not good at technology. Network marketing objections like this don't make sense. It usually comes from a 55+ old person that believes that they need to know certain things about a computer to get started.

- o I'll simply ask, What do you mean by technology? What do you think you need to do?
- o They'll tell you. Let them know that they only have to share a video with other people.
- o In fact, they don't even need to use social media if they don't want to.
- o I'll share with them, would you like to get started if you don't ever have to use Facebook or LinkedIn & I'll help you start making calls today?
- o Network Marketing Pro | 8 Abundance Filled Audios To Make You Money

22. I don't have a computer. Same as the last.

- o Let them know, they don't need a computer. Most people believe they HAVE to have a computer and that's not the case.
- o I'll say, if you didn't need a computer to get started, would you start today?
- o If they say yes, I sign them up. If they say no, I'll ask what the real objection is.
- o This questions comes from a person who believes they have to have a computer to get started in business and that's not true.

23. I don't know how to start a business.

- o Fantastic! That's what I'm here for. Would you like to get started and find out how to start a mlm business by making money today?
- o Typically, they are scared of the unknown just like you would be. Just assure them that they don't have to be worried. They don't have to be scared.
- o You'll be there every step of the way!

24. I don't like people

- o Let them know very clearly, they are not a fit for this business. This is a network marketing objection that I don't touch. You can't teach or train likability.