

## Overcoming Objections, by NSD Lisa Allison

You can overcome the most common objections by addressing them before your prospective team member ever voices them! Go through Mary Kay's Team-Building Guide. Then say: "I've found that there are 6 qualities that make women successful in Mary Kay. You might have 2 of these, you might have 4 of these, but if you have at least 2, this might be great for you. If you don't, you might be a great talent scout for me. If you'll get out a piece of paper, I just want you to jot them down."



"The 6 qualities I look for are:

1. Busy people. They get things done, right?!
2. Women who are not the sales type, because pushy people don't do well in Mary Kay. If you want a great reorder business, the last thing you want to be is the pushy sales type.
3. Women who have more month than money, because we are motivated by the money we make!
4. Women who don't know a lot of people, because it's tough to get rich off family and friends who are asking, 'What's my discount' and 'What am I getting for free,' right? We'll train you how to find your hostesses.
5. Women who use their family as a *reason* for building a business, and not an excuse. I love successful Beauty Consultants who put their family first.
6. 'Right-now' women who say, 'I know there's never a perfect time to start something new; however, what do I have to lose with an amazing career like Mary Kay Cosmetics, with a 90% buy-back policy and an incredible start-up fee of only \$100 plus tax and shipping?'

Of these 6 qualities, which ones would you say you have?"

Objection: "I'm too busy." OR "I don't have time."

Response: "Girl, if I could teach you how to earn an extra \$200 a week working only 2-3 hours a week, could you find 2-3 hours?"

Objection: "I don't know anybody." OR "I just moved to the area and don't have a lot of friends here."

Response: "Do you know at least one person who might be a practice face for you? Great! If I could teach you to turn that one person into all the other faces you're ever going to need, would you be willing to learn?"

Objection: "I'm not the sales type."

Response: "Would you believe that probably 90% of the women who start Mary Kay are not the sales type? You know, I believe that pushy people do not do well in Mary Kay, and I love working with women who are not pushy. If I could teach you to show this product and let it sell itself without being pushy, would you feel better about doing it?"

Objection: "I don't have any money. I can't get started." OR "I don't have \$100."

Response: "Do you have a credit card?" OR "Is there someone who loves you who has a credit card who would be willing to loan you \$100?" OR "If I could show you how to earn your \$100 back within 2 weeks, could you find someone to help you get started?"

Objection: "I just had a new baby," OR "I don't want to take time away from my family." (Use the "busy" objection.)

Response: "I love working with women who use their families as the reason for their success, not their excuse." OR "Wouldn't it be great to set a really powerful, positive and successful example for your family? Is there any reason why we couldn't get you started today, so you can start on that journey?"

Objection: "I need to talk to my husband."

Response: "What do you think your husband will say?" ("He's usually pretty supportive.") "Well, great! So when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Awesome! Let's get your order form filled out, and if he says 'Absolutely not,' I'll tear it up and throw it away, but at least we'll have your paperwork going. How does that sound?"

At the end of each objection: "Is there any reason why we couldn't get you started today?"

Are you ASKING? The Bible says, "You have not because you ask not." **Who are you asking today?**

*Handout by Sr. Sales Director Susan Finley*