

Overcoming Objections

Shared by Exec Sr Dir Ruth Everheart

Here are 6 objections you will hear over and over. The key to overcoming an objection is to give her a new thought, food for thought or a trained perspective. NOT to argue or convince her...let her convince herself. And you will achieve this by asking questions. Get 6 index cards and write the objection on one side and the question you will ask her on the other side. I remember doing this 22 years ago and taping them to my bathroom mirror until I had them ALL memorized then I would keep them in my purse to refresh my memory before I would go to a party or an interview.

I actually gave Cindy all 6 of these at my interview and I never never felt like she was pushing me or arguing with me. She was just helping me think through the process of overcoming my fear of giving it a try. How recruits have you missed out on because you were diligent enough to help understand how MK can work into her life? She gave you an objection like "too busy" and you said, "Ok let me know when things change for you." You felt like you were being understanding and compassionate but really she was just saying...I can't see how I can fit this into my life or I think it's a full-time job with 30-40 hours needed or it's not important enough for me to squeeze into my current schedule. She is saying so much more than Too Busy. For me they were ALL smoke screens of reasons why I thought I couldn't succeed in MK only because after hearing the Business facts...I wanted it to be a reality but was afraid to take the initiative and try it. Thanks to Cindy's training and persistence...22 years later, I am soooo glad she didn't give up on me or leave!

Objections are...

1. Too busy
2. No money
3. Don't know enough people
4. Bad timing
5. Not the sales type
6. Need to talk it over with husband/parents/boyfriend

Answers are actually questions...if she answers the question then she owns it!

1. Based on what we talked about and how you would spend the extra money...if I could teach you to make an extra \$200 with just 3 hours, could you find just 3 hours?Great, so what do you think...wanna give it a try?
2. Do you have access to a credit card, either yours or someone who loves you enough to use theirs?Great, so what do you think...wanna give it a try?
3. Do you know at least one person who would agree to let you practice with them? If I teach you how to turn that one appt into all the faces you need to reach your goals...are you willing to learn?Great, so what do you think...wanna give it a try?

4. If you were to start today, what would be your reason?Great, so what do you think...wanna give it a try?
5. Would you believe that 90% of women believe they are not the sales-type? I am looking for women who aren't pushy and would be a great Consultant. If I teach you to teach skincare/glam and not "sell products", would you like to give it a try?
6. What do you think he would say? What will you say? Then what do you think he would say? Then what will you say? Let's go ahead and complete the paperwork and I'll call you first thing tomorrow...when is too early?

Few more thoughts on how to overcome that I have used and was used by Cindy Fox when she recruited me. If you know an objection is coming then work into the Interview so you don't have the objection at the end.

1- Too busy...have her create a Weekly Plan Sheet during the interview and show her based on her time and an average party is \$300 in sales and \$150 in profit...not including reorders, facials and team building...how much can she earn next week.

2- No money...ask her...if you had a flat tire today and needed \$100 to fix it, where would the money come from? You see, when we need it we can usually find it. If she would have to park her then give her a few books and sales tickets with a deadline to sell \$350 by x date or have her hold her first party and you'll do it but she gets the sales to place her first order and kit (will need a min of \$350 in sales)

3- Don't know enough ppl...have her write down everyone she does know on a piece of paper and then show her how they will introduce her to new friends and she will get bookings from bookings and that will continue to grow her clientele.

4- Bad timing...I like to say, here's some food for thought...what if you ordered your kit and you started your training now with the understanding that you will start holding appts and building your business on x date. This way you can hit the ground running when you are ready. And I don't know about you but it seems once one situation is over there always another one right behind so why not start now and take baby steps.

5- Not the Sales type...I like to explain the difference between a Consultant and a Sales Person. A sales person has a mascara and they will sell you on why you need this mascara. A Consultant has a choice of 4 mascaras and helps you find the one that is best for you. Then I ask if she is good listener.

6- Ask the husband...I will also ask if she could send him a text or call him right now. Most husbands say, "If it's something you want to try..." AND offer a bonus like free shipping and tax for signing up now instead of tomorrow. Or if in person, then I will offer her a ring, earrings or the Travel Roll Up for signing up now.

7- I think the #1 true objection..at least it was for me...FEAR! I was afraid..afraid that it won't be as great as it sounded or that I wasn't good enough to make it happen. Fear of the unknown since it's not a set paycheck. Fear of success. Fear of failure. Fear of what others may say or think. My answer is the same each as it was said to me by Cindy..."so what's truly the worse thing that could happen if you give it a try and will you really know if it's for you unless you give it a try?"