

## Handling Objections

People will have concerns about network marketing, the products, their ability to do a business, and so forth. This is natural. Ask questions to determine the nature of each objection, and then educate the individual with information. First, you must get the answers clear in your own mind. If you are clear in your own position and all of your own questions are answered, that confidence will flow and easily attract strong business builders into your organization. Most objections you will hear are really questions in disguise. Objections will become opportunities for your business to grow. You may use the Zig Ziglar technique of “Feel, Felt, Found” to respond; that is, “I understand how you feel. I felt that way too, and here is what I’ve found.”

When dealing with objections, it’s important to keep these five actions in mind:

- Listen carefully to the objection or question. Do not interrupt!
- Go beyond the obvious objection, and look for the hidden question.
- Either agree and acknowledge the reasons, or repeat the objection back so the person knows you understand his or her point of view. This will put the person at ease and create a sense of communication. Perhaps then he or she will be able to hear your point of view.
- Respond as precisely and briefly as possible. Use the method of answering objections with questions.
- Ask the person if he or she understands what you said, if it makes sense, or if it answers the question.

“What Do I Say When...?”

Here are some common objections you may hear and some suggested responses.

**Q: “Is this a pyramid?”**

**A:** “No. Pyramid schemes are illegal. This is referral marketing. For example, if you tell your friends about a restaurant and they tell their friends about it, and the restaurant gives you \$1 for each friend referred, that’s referral marketing.”

Most of the time prospects have no idea what network marketing is all about and are simply focused on their own conditioned responses. Listen to their response, then say, “Let me tell you what we do. We market a business opportunity centered on natural nutrition products. These products go directly from the company to the consumer, and we help one another develop a business to do this. Our company pays us commissions. Does this sound attractive to you as a way to make extra income?” Invite the prospect to a call, training, or meeting.

**Q: “How do you do this business? How do I know it will work for me?”**

**A:** “This is a business for people who like helping people. I’m part of a team that is successful and is making money. The company has a training program that is easily duplicated. Wouldn’t you want to check it out and see if there is any real potential for you to have your own business and become financially free?” Ask if the person has ever recommended a store or restaurant to a friend. Did he or she get paid in any way by the business for recommending it? Well, here is a business that pays for networking with friends and acquaintances. Invite the prospect to a call, training, or meeting.

If you continue to hear a negative tone, try to find out what it’s based on. If the person still will not budge, perhaps because of strongly entrenched belief structures, it might be time to say, “Well [person’s name], it looks as if this might not be for you after all, but thank you for your time. Perhaps you know someone who is looking for an opportunity like this. Our team is successful; we’re making money, and we’re looking for folks who are open to a business designed for people like us who enjoy helping others.”

**Q: “I’m no good at selling or talking to people.”**

**A:** “This is a business for people who like helping people. We market a business opportunity centered on natural whole-food nutrition products that go directly from the company to the consumer, and we help one another to market them. Most of the top income earners in our company are not ‘sales types’ either. They are teachers, moms, and everyday people just like us. You’re never alone; you work with a group committed to your success. Do you like helping people? That’s what this business is really about. Does this interest you?” Invite the prospect to a call, training, or meeting.

Don’t push, don’t hype, don’t predict that the business will work for all prospects. They may not be ready to change their mindset or belief patterns. Let them go, as this may not be their path.

**Q: “How well are you doing? Are you making any money? I’ve been in network marketing before and didn’t make any money.”**

**A:** What the person is really saying is: “Can I count on you to help me? Will this work for me? Is this any different from what I did before?” Your response could be: “I’m modeling myself after my upline and duplicating their strategies. My job right now is to build a solid foundation for my business. Working with serious people is my objective, and that’s why I’m sharing this opportunity with you. I believe you have what it takes to be successful. There are as many failures in network marketing as there are in any other profession. It’s up to you whether you wish to commit to build your future. As your sponsor, I’ll do all I can to help you succeed.”

**Q: “How can I do this when I don’t know many people?”**

**A:** “If I offered you \$100 for every person you know, how many people could you think of? There are so many people in our lives whom we overlook. It’s just a matter of taking the time to write down their names, and then contacting them.”

**Q: “How can I do this when I don’t have the time?”**

**A:** “I know how you feel. I felt the same way initially, but when I realized what an opportunity this was to change my financial future, I found the necessary few hours each week to get this business up and running. Now I have more time because I’m supplementing my other income with this.”