

Objection, Your Honor! Overruled!
Oh, if it could only be so easy with our prospects:

- "I don't have enough money."
- "I don't have enough time."
- "I need to talk it over with my spouse."
- "I don't know anyone."
- "I'm not a salesperson."
- "I tried MLM before and it didn't work."
- "Your products are too expensive."
- "This sounds good, but call me back in a month."

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Do any of these ring a bell? I'm sure for some of you they not only ring a bell, but serve as a recurring nightmare that casts doom and gloom on your dream of building a successful network of active distributors and end-users alike. If this is true for you, then I have bad news and good news. The bad news is that you're going to continue to encounter objections for the rest of your hopefully long-lived MLM career. The good news is that I'm going to show you a bulletproof seven-step plan for overcoming each and every objection you'll ever encounter, and dramatically increase your closing ratio in the process. Sound good? Let's get started...



I'm going to take the process for overcoming objections and break it down into seven sequential steps. However, before I start dissecting the process for overcoming objections, let's get a better grip on why we get them, what they really mean, when we should address them, and the three golden rules to live by when overcoming objections.

So, what are objections? For the most part, they're defense shields within our prospects that are usually triggered by a futile attempt to "close the sale." Why do we get them? Why shouldn't we? What are we asking our prospect to do? Make a decision; a commitment, which in some cases may alter his course and change the direction of his life for good. We are, in essence, asking him to step out of his "comfort zone." Think about it.

It's no different than if you drove the same route to work every day, and then tomorrow morning you jump in your car, only to be stopped 50 feet down the street by a man holding a detour sign. The man says, "Good morning, sir. Could I please ask you to turn right here, go all the way to the end, make a right on A Street, take it to B Street, make another right which will then put you back on C Street." What's your first reaction? "But this is the way I always go. I know this route. I'm not familiar with A Street or B Street." It's only natural to reject or object to that which we're not used to or comfortable with. What do objections really mean? What is our prospect really saying when we get hit with an objection?

Let's assume I've given my presentation, and my prospect Mr. Jones' objection is: "I just don't have the time to get involved with your opportunity." Does he really not have the time to get involved? I don't think so. Besides, let's take it one step further.

Let's assume my prospect is a hard-working, blue collar, red-blooded American who earns \$36,000 a year at his job (which, by the way, is an acronym for "just over broke,") working a 50-hour work week, with no autonomy to speak of. Now, I show him an opportunity to take control of his own circumstances, build a business for himself, make a realistic \$5,000 a month or \$60,000 a year income within 12 months, plus the independence he's always dreamed of. Who in their right mind wouldn't have the time to get involved, especially when it would so dramatically improve their life?

So, what's the real issue here? Is the objection really a time issue? Not at all. Which leads me to my next point. Are objections always truthful? No! In fact, I would estimate that 90% of all objections you'll ever encounter will not be truthful.

So, how do we get around this? This is where it helps to be a very effective communicator and an even better listener. Sometimes you need to read between the lines with prospects, and realize they're not always adept at letting us know, as Paul Harvey would say, "the rest of the story." Prospects are seldom ever blunt or to the point. The best way to deal with less than truthful objections is to get into the habit of rephrasing the objection in your own mind.

For example, in the case of Mr. Jones, his objection was, "I just don't have the time to get involved in your opportunity." I would rephrase the objection in my own mind to sound more like, "You haven't given me enough compelling reasons or created enough desire to justify exchanging the value of my time for the value received by getting involved in your opportunity." Or put another way, you haven't sufficiently sold me.

Keep in mind that objections are usually tenuous excuses that provide prospects some sort of neurotic satisfaction for the circumstances they find themselves in. They are numerous and plentiful, and come in all kinds of shapes and sizes. But guess what? No matter how many hundreds or even thousands of potential excuses and objections you will encounter over the course of your career, they all boil down to just one genuine, truly legitimate objection. How many of you say it's a lack of money? Do I hear "a lack of money?" Going once, going twice...Wrong! How many of you say it's a "lack of time?" Going once, going twice...Wrong again.

So then, what is this one almighty, powerful, universal omnipotent objection? Drum roll, please... Belief! It all boils down to whether or not your prospect believes. Belief in what, you ask?:

- **Belief in - the MLM industry.**
- **Belief in - your company.**
- **Belief in - your company's products.**
- **Belief in - your company's pay plan.**
- **Belief in - you as an upline sponsor.**
- **Above all else, belief in themselves.**

"Belief is the cornerstone of all achievement."

Does this mean that a lack of money or a lack of time isn't a genuine concern of our prospects? Not at all! They're very real and very genuine in our prospects' minds. However, they're just that, concerns, or what I like to refer to as hurdles. Hurdles are simply obstacles between where we are and where we want to be. They're logical, tangible, and easily tackled or overcome.

Now that you understand the rationale behind objections, let's take a look at the bulletproof plan for overcoming them which I spoke of earlier. What I've done is taken the process for overcoming hurdles and broken it down into seven sequential steps. What this will do is give you a track to run on, and the ability to look at objections in a whole new light. What's most important, however, is it will give you the confidence you need to overcome even the toughest of obstacles in route to closing more and more prospects every day.

So, let's get started...

What I'll do first is list each of the seven steps in sequence, and then elaborate on each one:

- **Step #1: Hear your prospect out - Really listen.**
- **Step #2: Restate the objection.**
- **Step #3: Expound on it.**
- **Step #4: Isolate it.**
- **Step #5: Answer it.**
- **Step #6: Have your prospect agree that you've answered it.**
- **Step #7: Transition to the next close.**

Let's start with...

Step #1: Hear your prospect out - really listen.

What's important to remember is that although your prospect's concern may seem insignificant to you, it's very real and very significant to them. Don't cut him short, and don't be apathetic. Keep your ears open and your mouth shut. Listen and listen very attentively. Only then can you truly decipher what your prospect is really saying.

Step #2: Restate the objection.

Believe it or not, sometimes this is all it takes for your prospect to realize just how silly or unfounded his objection really is. By hearing his own objection coming from your mouth, it sometimes minimizes the impact or significance of it. The key here is how you restate it, your tone and inflection, and always follow up with a benefit. For example, your prospect says, "I can't afford \$500 to get started." Your response would be, "You can't afford \$500 for a possible return of \$5,000 a month in just 12 short months?" However, the way you say it should make your prospect hear it like this: "What? Are you crazy? You can't afford \$500 for this kind of return? Are you nuts or just certifiably insane? I can't believe you just said that!"

Step #3: Expound on it.

Get your prospect to talk about his concern. This is where it pays to listen very attentively. By getting your prospect to expound on the issue, it sometimes leads to the real crux of the issue. For example, maybe your prospect's objection is "I don't know how to do MLM." Your response would be, "Explain what you mean by that." "Well, I just wouldn't know where to start or how to begin." So the real issue here is a perceived lack of prospects to call on. That's an easy one to overcome. But if we get our prospect to elaborate on it, sometimes they come to their own conclusion that it's really not an obstacle after all.

Step #4: Isolate it.

By isolating the objection, you're eliminating any other reason or reasons your prospect may have for not signing up. This is a critical step in the process, so as not to put all your energy and resources into overcoming a money issue, when in fact, he also has to talk it over with his wife. For example, "Mr. Jones, in addition to your concern of coming up with the initial investment of \$500, is there any other reason you can think of that would keep you from getting started in your own business today?" "Well, I would still need to talk it over with my wife." At that point, it would be prudent to involve his wife before attempting to address the money concern. If his response would have been "No, everything is fine, I just don't see how I can come up with \$500," then you've isolated the objection and you can begin to answer it. Remember, the key here is being firm and direct with your prospect and getting a commitment to join before you appease his concern. "Mr. Jones, if we could find a way to come up with the \$500, is there any other reason, any at all, that would keep you from getting started immediately?"

Step #5: Answer it.

When answering objections, there are three golden rules you must always live by:

- 1.** Never argue with your prospect. No matter how insane an objection may sound to you, it doesn't sound that way to your prospect. Remember, you're in this business to feed your mouth, not your ego.
- 2.** Don't make the mistake of being perceived as attacking prospects personally when addressing their objections. Be sensitive to their feelings and show respect for their objections. It's not your job to prove them wrong. You're there to empathize with their concerns and show them through new information how their fears are groundless.
- 3.** Lead them to overcome their own objections. People don't like to be sold; they like to be informed. By giving them proper information, they can make their own intelligent decisions.

Step #5 To further illustrate, let's assume my prospect Mr. Jones' objection is, "I just don't know enough people to get involved in this kind of business." Let's also assume that I've already taken him through the first four steps, and I'm now ready to overcome his concern of not knowing enough people. The following is an example of how I would address his concern:

"Mr. Jones, I understand your concern. In fact, I understand it all too well. It was only 8 months ago that I sat in my living room thinking the very same thing when I first looked at this opportunity. I remember thinking, 'Who in the world do I know that I could possibly introduce this business opportunity to? Maybe 10 people if I'm lucky.' Then my upline sponsor gave me what's called a Memory Jogger List, and I was amazed at just how many people I really did know. It's incredible. Between the newspaper delivery man, my chiropractor, insurance agent, next door neighbor and all the rest, I came up with more than 300 people I could call on immediately. Chances are we can come up with even more than that for you."

"Mr. Jones, if I could provide you the same list, do you feel that would be sufficient in getting you enough people to call on to get started immediately?" "Sure, but what if I can't reach all of them?" "That's okay, because chances are you won't reach the majority of them. In fact, I only reached a mere 10% of the 300 I came up with on my list, and then only 10% of them got involved. But that's all it took to start me well on my way to financial freedom, and having the time with my family to enjoy it. And if I'm reading you right, and I think I am, that's exactly what you want for your family, isn't it?" "Yes."

Step #6: Have your prospect agree that you've answered it.

This is self-explanatory. As in the case of Mr. Jones, he's already agreed that the Memory Jogger List would appease his concern about a lack of people to call on, and therefore be able to get started immediately. However, if I really want to be sure, I add, "Do you see how the concern you had about not knowing enough people is really no concern at all with the help of the Memory Jogger List?"

Step #7: Transition to the next close.

Don't put too much credence on the term, "Closing the sale." All it simply means is bringing the presentation to the next logical conclusion, which culminates in your prospect signing the application. However, it sometimes takes more than one attempt to get a prospect to commit. As in the case of Mr. Jones, his concern was a lack of people to call on. Once I appeased his concern, and I got him to agree that I did, I would then transition to the next close. For example: "Mr. Jones, now that we see just how many potential prospects you do have to call on, let's get your application in right away, so that we can get you started making money immediately."

In closing, understand that objections are a natural part of the entire sales process. They are as common as night and day, and therefore shouldn't be feared. View them as invitations from our prospects to further enlighten and inform them. Expect them, embrace them, and be challenged by them. Make a list of the most common objections you encounter - then write at least three different responses for each objection. Keep in mind that each response should address the objection from a completely different angle. What might make sense to one prospect may have no relevance to another. After writing your responses, practice your delivery. Get with your upline or someone who can be objective, and practice, practice, practice. Only through repetition and frequent application will you gain the confidence to overcome even the toughest of obstacles. Once you do though, the sky's the limit!