

## Overcoming Objections

There are several common objections that you will encounter in this business when initially sharing with people and asking them to get involved.

The **personal touch** is what separates us from all the other stimuli out there. If you deliver with sincerity and authenticity, and **be more concerned about what will help that person, than what they can do for you**, then you will be successful. It's always important to **not let YOUR need show through**, but rather focus on the person you are speaking with, and their needs and desires.

Everywhere people look they are being tugged on to spend their money and to spend their time. We want to help them build something that will make them more money and give them more time. But we **have to get past the gatekeeper first, the human mind.**

The **mind's job is to keep that person safe**. So when anything new comes along, the first thing the mind does is go through the data files to pull up all the past scenarios that even remotely resemble this experience and how they turned out.

This is why it is **so good to have built a positive connection with that person**. If they feel positive around you, then they will receive what you offer positively. If they do not feel positive around you, then they will not be open to what you have.

### Getting past the mind game

- Mind game is:
  - Prospect is on guard, looking for polite ways to say no.
  - Your mind is working on how not to get rejected.

### Keep in mind what your job is:

- **To educate.** I always say I like to educate people on what this business is all about, so that they can make a decision for themselves to determine if this is a right fit for them.
- **We are in the sorting business, not the convincing business.**
- So much of the time, they are saying "no," when they don't really KNOW what they are saying "no" to. They justify the "no" with what they think sounds like a reasonable response. So being the consultant, you are going to **help them better understand and analyze the situation**, so they can make a good decision for their life, that's not based on an irrational fear or misinformation.
- If you have a **clear, professional answer to help them**, your mind will not feel so afraid, which will free you up to listen better, and help them with their mind.
- **Always maintain the relationship**, no matter what decision they make. No business is worth losing friends over. Don't take it personally! And, you never know what might be in their future or who might be in their future. If you handle this with finesse and professionalism, then they, or someone they know may approach you later.

## Three General approaches to most objections

- **“I totally understand, I felt the same way”**. Only say this if you did, but in most cases, you DID feel the same way. Remember, you were once the judging skeptic as well with concerns and reservations.
  - **A side bar to this is “Many people I know who are now successful in the business felt the same way initially”**. And give examples. I always have anecdotes and stories of other VPs that may relate to this better than a story of my own. (Keep track of ones you hear in training calls, Learn and Burns, GTC etc..and access them when you need them!)
- **Ask a question of clarification**. This will help you understand where they are coming from. E.g. “Tell me about that. What is it about sales you don’t like?”
- **“That’s exactly why I thought of you”**. (e.g. if someone says they are too busy, you can say “that’s exactly why I thought of you” and that will stop them in their tracks. Why? They will want to understand why. E.g. if someone is working 3 jobs with no end in sight, nothing happening that will change their future, this is something that can be a life changer for them. ERVP Kate Martens’ story is a great one to reference.
- **Important: Don’t be defensive and don’t dismiss their concerns. Showing an understanding for their concerns is key.**

## SPECIFIC OBJECTIONS

**“I don’t like Sales”**. This will be the number one objection that you will get.

### Options:

- a) I totally understand, I felt the same way! But when I learned about how the business works, that people get to try products at home before they buy them, it made all the difference! It’s called the Try before you Buy method. I just let people try our amazing products, and most people want to buy them! I don’t try to force or convince, I let them make up their own minds.

Also, I look at this business as two fold: sharing the products and sharing the business. This business is about relationship building, and helping others when it really comes down to it.

- b) I think I understand what you’re saying, but what specifically do you not like about sales? (listen carefully, to not argue or interrupt, just listen. Ask them to keep elaborating until you are completely clear about the objection).

Then: "I can see how you could feel that way OR I can see how you would think that." Empathize with THEIR feelings and then follow by saying "Do you mind if I ask you something?" Prospect: "Sure".

You: Have you ever had a person sell you something where you walked away happy that you bought it? (Yes). Why were you happy? (Answers will vary).

You: Wouldn't you say, that if the salesperson had what you wanted or needed, and approached you in a professional way, then you wouldn't hesitate to buy it? Sales is really just finding out what people want or need and showing them how to get it. It's not about being obnoxious or pushy. Or about trying to convince someone to get something they don't want. It's about being professional, and catering to their needs. Bottom line is that a professional level of salesmanship is a learned skill, and really can be something that helps people. So if I could teach you that skill and you could have (repeat needs and desires), then would you be willing to learn it?

### **I don't want to take advantage of my friends**

"I understand, I felt the same way. And while I think I understand your concern, would you say a little more so that I can be sure? (Answers vary. Listen for real objection in case it's really the sales concern. If it's the objection of embarrassment, then continue).

You: Do you believe that if you could earn six figures from home part time, that it could dramatically affect your life? (Yes)

You: Let me ask you this. If you went to a great restaurant, would you share that with your friends? (yes)

You: Then why wouldn't you share an opportunity to earn six figures, part time from home, using some of the finest and healthiest products available? I feel I have an obligation to share this with people I care about, because it's something that could greatly benefit them. I think they could be mad if I didn't share it with them. And they always have the prerogative to say "No thank you". **I'm not going to push it on them, I'm only going to offer it to them.**

### **Additional things you can mention:**

- You cannot build a multi million dollar business based just on friends. This business is about building a network. It's not just who you know, but who they know and so forth.
- It's ALSO about who you are willing to get to know. Most people on my team are not people I knew before I started Arbonne.
- As I said, I had the same concern as you when I was looking into this. If you behave with authenticity and respect where people are at, there is no reason to be worrying about "taking advantage of friends" or losing friends. As it turns out for me, I not only did not lose any friends, I gained so many new friends through this amazing business. AND I gained the respect and admiration of my many friends who said no to me, but are still happy for my success.

### **Is this a pyramid?**

Clarify: What do you mean by that? Most of the time, they don't know what they are talking about. Options for your response:

- That was my first question when I was offered this opportunity. But if someone had asked me what a pyramid was, I wouldn't have even known!
- First, pyramids are illegal! That's what Bernie Madoff is in jail for, for 150 years! I don't plan on going to jail anytime soon.
- Pyramids are illegal, and do not involve the sale of goods or services.
- Arbonne is a 33 year old company, in excellent standing with the DSA (Direct Selling Association), and is a product driven company. At the end of the day, money is made by product being sold to customers.
- Can mention shape of most organizations (schools, corporations, churches, hospitals. In shape of a pyramid. Only one President. Only a couple of VPs. At Arbonne, EVERYONE can go to the top.
- Don't feel you need to mention all of this. This is an array of responses you can choose from, or if they continue to be concerned, you can continue with additional explanation.

### **I need to speak with my husband first.**

- You say "I understand", but you KNOW this can be the kiss of death to them joining you.
- Immediately highly recommend they do either of the following: a conference call with her and her husband, so that you can take him through the biz presentation yourself, and answer all of his questions and concerns. (Or: ask your sponsor to do the call with/for you). OR: meet him in person to do the same. I find the conference calls really work! And it also shows how easy and effectively we can do this business from home.

### **I'm already happy with the skincare I am using, and don't want to switch.**

- If leading with the product: I understand. What skincare line do you use? (they answer). GREAT! I've been looking for someone who uses X, because I'd love their opinion on our product. Would you be open to trying this line to give me your feedback? I would love to know your opinion.
- If leading with the business which is what we recommend: "I understand. What skin care line do you use? (they answer). GREAT! That's actually good news, because it means you care about your skin. May I ask you something? Does your skin care line pay for you to use it? (No). "I see, well mine does. That's awesome that you love your skin care line. You may also love this one, except that you will get paid to buy this one". It doesn't matter how much they love their skin care line, they are not getting paid to buy it, nor are they building a six figure

income with their skincare line.

- (Can mention Arbonne Difference: Our products are different. We don't have any real competition in network marketing. There are no other certified Vegan, paraben free lines. Period. That's something that you can say to somebody. You should try these products, Arbonne is a clean green product. I actually get paid to wash my face. So I love that you love your skincare because that's what I do for a living, and I appreciate that. I'd love to show you how these products are different, and how I get paid to buy them. (Do that in an appointment).

### **I use great stuff from my dermatologist and would never want to switch.**

- Awesome! Do you use shampoo or conditioner? Do you take vitamins? Do you use sunscreen in the summer? We have 450 consumable products that people use everyday.
- It doesn't really matter what that person is using. We have an enormous number of products they can use. This is a health and wellness company that has 450 products that we get paid to use. It's about redirecting your spending. Let me show you what else we have, and how we get paid to use them.

### **I don't have enough time and/or I don't have the money.**

- I understand, I felt the same way or "That's exactly why I thought of you".
- Nooks and crannies: We build this business in the nooks and crannies of our life. (Can use your life as an example if you were incredibly busy when you started this business).
- Can reference ERVP Kate Martens story. She was working 3 jobs (running her farm, baking pies and working at the post office). She was barely making ends meet and never seeing her kids. She started Arbonne, became an Area Manager within 2 months, and quit two of her jobs. Is now an ERVP on her way to becoming a National VP and loves her life!
- The Slight Edge: talks about that someday. When I have enough money, when I have enough time. You can help people understand that someday does not exist. Someday is today. Next month is today. You are always going to be busy. Try to get people to think about we are all busy people. Everybody is busy but are you busy working hard getting hard to get where you want to go in life, or are you busy working hard not to. Because there is no in between. You either working to where you want to go, or you are going the wrong way. They do have the time, they do have the money, they do have the knowledge and support, they are just looking in the wrong place. They are waiting for their ship to come in, but the ship is in. You pour your vision into them. We ALL work hard, but we are working hard to get somewhere better.
- Times where it does make sense for them to wait:
  - a) If they are going through a divorce, and are completely drained emotionally. Can barely face the day. Unless they are truly energized by this, best for them to wait until divorce is final!

- b) If they truly do not have the money to get started, recommend they save up the money to buy their kits, and then get started. There is no point in someone getting started without their business tools. Waste of time for them and you.

### **I don't know enough people.**

- It's not about just who you know right now: It's about:
  - Who they know who they know who they know
  - And who you are willing to get to know
- Noone in my warm market (friends, family) joined my business. And I actually do know a lot of people! And that is the case for most people in that most people don't necessarily have people in their "warm" market join them, or join them right away. Many in my warm market joined me two years into my business once they saw I was an RVP driving a Benz.
- If you really want this business opportunity because you want a bigger better life, then get good with people. Meet new people. Network. Get them to talk to your sponsor.
- Every single person you talk to has a whole network you don't know. Ask them for their network. You can say there are two kinds of people in this world: people who will join my team and come to the top with me, and those who cheer me on. You decide who you want to be. I'd love for you to join me in this business, but you decide, not me. If you want to join, awesome! And if you don't want to join, you can cheer me on and that's awesome too! Who would you call if you were going to do this business. To help me, you can give me those names and I'll call them!

### **I already use my network for my other business. I would never want to hit them up for something else.**

- I understand, I have had many people feel that way, and in fact, when I first started, I did not want to approach people I worked with. **HOWEVER....**
- **WRONG attitude!** This is not direct selling, we are not selling product. We are offering people an opportunity to build an incredible business, and to get paid to take a shower. People who you talk to about the business will have tried the product, and if they don't want the business, they will become your clients...yet never close the door.
- Suggest solutions: Are there certain people you won't approach, but that doesn't mean EVERYONE in your network, does it really?
- Anytime you get someone who sits down with you, never close the door. Always say to somebody who sits down with you: My door is always going to be open

for you. Would you mind if I checked back with you in a few months to see if your situation has changed? If you are nice, and you are not pushy, they will allow you to come back to them. Always say to people to come back to you because sometimes people feel embarrassed if they change your mind.

**You don't have to seem to have a team, how am I supposed to get a team?**

- Well I'm looking at you. You are my team! Come on, let's go! I don't have a team yet. I'm brand new, or I haven't found my aces yet but that doesn't stop me, I'm going to continue looking. It's not going to stop me from going to the top and I know that because my sponsor is taking me there, and I want to take you with us. And if you don't want to come, that's ok...but I'm working on my team right now, and that's why I'm talking to you. And if you join me, then my job becomes me helping you find a team. You have to start to somewhere...you're lucky, I could have moved on from you...but I'm here.

**I need to talk to some others, and let me see if they are into it first before I decide.**

- Let me just explain to you what you are going to say going forward. The difference between you making the decision first and then you talking to people is: I have joined this amazing company and I am going straight to the top. I want to take you with me. It's an amazing product and an amazing business opportunity. Pls let me sit down with you and talk about it. OR (what you are suggesting: I'm thinking about doing something, what do you think? You get ONE chance to make a first impression...
- It's not the same thing! People will join someone who is committed, and knows where they are going. They will not join you if you are "thinking" of doing it.
- You would be putting your success in someone else's hand. Don't give someone else the crystal ball for your life. The first person I approached about this business was an old housemate. She wanted nothing to do this with. I felt defeated at first. How silly it would have been for me to let her opinion and lack of interest in this business decide MY future. I am an NVP living an amazing life, thanks to Arbonne and thanks to the perseverance I had in going out there and looking for the people who are looking for me.
- You deciding you are doing it, versus waiting for other people to join you is a completely different mindset. Don't make your decision based on OTHER people's opinions.

### **My friend did Arbonne and it didn't work.**

- I certainly understand your concern about that. Do you have an idea why he/she didn't do well? ( Listen to what they say. If they talk specifically about sales, then go back to the "I don't like Sales" objection).
- Well I understand how it would look unfavourable for Arbonne given your friend didn't do well, but may I ask you a question?
- (Make sure you don't do this in a challenging way. If you are questioning if Arbonne works, I can definitively say: Arbonne works. This company has been in business for over 33 years, and 6 years in Canada with explosive 25% growth year over year. Do you think the company would still be around if people weren't making money?
- You can talk to your success if you want, or simply mention it is all around you with over 150 free Mercedes Benz on the road in Canada, and growing.
- May I ask you this: when you started your last job, did you:
  - Have to learn something new?
  - Did it take time and effort to learn it?
  - Would you say you spent at least a couple of hours a day learning it at the beginning?
  - Were there people who didn't learn what they were supposed to learn and not go far in the company?

My experience is that if you work this business, it works. If you treat it like a hobby, it won't. I'll tell you what it takes to be successful at Arbonne:

- To be self motivated
- Friendly
- Coachable
  
- I don't know what your friend did learn or didn't learn, but what I do know is that our team has a step by step plan, and I guide you, teach and train you along the way so that you have the best opportunity for success. We have a PROVEN system of success. It's up to you to follow it, and not give up. It takes determination, patience and perseverance.

# Handling Common Objections

Everyone gets objections! It is human nature for someone to say "no" or to be skeptical. Accept it and embrace it. By reading and studying the following you will become very comfortable when approaching prospects.

## Formula for Learning:

- Know the common objections
- Practice responses
- View them as opportunities to improve and become more comfortable and to have further communication with your prospect

## Common Objections for Product:

- I already use something I love
- I have sensitive skin (problems)
- I don't have any money
- I won't spend the time
- I just purchased another product
- I am not a makeup person
- I have tried everything and nothing works

## Common Objections for Business Opportunity:

- I don't have the time
- I work another job
- I have already tried network marketing
- My spouse won't let me
- I can't sell
- I don't know any people
- I don't have the money

## What to do:

- Validate the concern or objection
- Agree with their objection. Do not be argumentative

- Be conscious of what it is that they need or desire
- Use feel, felt, found

**Example:**

"I understand that you are a busy person Jane! That is exactly why I thought Arbonne would work so well for you. Our samples, audios and videos will support you in your efforts to build a business and fit your business into your busy life. And, I know how much you WANT to be able to get out of your job (make a difference in your finances...make a difference in your health, your skin, etc). So, if there are no further objections, I would like to go ahead with the application and get you started making money TODAY!"

**PRODUCT OBJECTIONS:**

**I don't have time to try the product**

I understand how busy you are. I certainly don't want to interfere with your busy schedule. I really would love to get your opinion of the products and I know how much you love skin care (or whatever is relevant) so what would be a convenient way for us to get together for you to try the products.

I understand how busy you are. I don't want to add more to your schedule. How much time are you thinking this would take?

Yes, I know that you are very busy. I thought of you because Arbonne skin care products are for the busy person who doesn't have time to seek out products but is interested in quality and convenience. If I promise to keep the introduction short, can you find a way to create some time that might work for you and me? I just want you to try the product and compare it to what you are using and get your opinion. It doesn't have to take very long at all.

**I already use a product and I am happy with it.**

That's great! You do? I would love for you to try my product and compare it to what you are currently using. I love showing Arbonne to people who already appreciate the benefit of using skin care products.

Get them to talk to you and ask questions. People love to talk about their skin and skin challenges.

Tell me, what are you currently using?

How long have you been using them?

Are you using the complete system or just a few products?

Prospect says: "I am pretty happy so I don't want to try anything else."

I completely agree that trying another product might seem peculiar when you are already happy. However, it might interest you to know that so many of my Arbonne customers are people who were extremely happy with their current skin care but once they tried Arbonne they could not believe the difference. Why not try the products and see for yourself. After you do, if you still feel that your current product is better, I would recommend that you stay with your current product. If not, we can go from there!

Is this like \_\_\_\_\_ product?

(Don't put your foot in your mouth. They might be using that product and happy. Or, they might be unhappy or have had a negative experience. You need to gather information.)

Respond with a question and use one of the questions from below:

I don't know. I don't use that product. What do you know?

Would you like it to be?

What do you know about the \_\_\_\_\_ products?

**Nothing ever works for me!**

I understand what you are saying. It is so difficult to find a product that works. It might interest you to know that many people who have shared the same concern have found that Arbonne is the first product that has worked for them! Why not try this and compare it to what you have used in the past. I believe you will be amazed!

**Can't you just give me a sample or information?**

That is fine. When would be a convenient time to bring them by? (You want that opportunity to get face to face and to be able to explain your samples.)

Prospect says: "Just leave them in the door or mail them to me."

I really need to come by and show you how to use the samples. Arbonne is very concentrated and it is really important for me to show you the amounts to use to get results. Besides I can do this in just a few quick minutes. Maybe we can connect someplace. If not, I can bring them to your home. (You want face to face contact. Once you arrive the person asks questions and it often leads to something more.)

**I don't have any money right now.**

I understand completely. I am not asking you to purchase products right now. I am just interested in having you try the products and compare them to what you are using. I would love to see if you find these products to be as amazing as I have! If you decide you love them as much, there are many ways to get the products at a substantial savings or even possibly free.

**I have allergies and can't use anything.**

I can appreciate that! So many people that use Arbonne with success are people who could not use anything previous to Arbonne. Because you have such sensitive skin, I would love for you to try the products and compare them. Can you imagine? If you try the products and they work for you, you will be so pleased and probably want to tell others about them.

**I just purchased a bunch of products. I wish I had known about Arbonne.**

That's okay. I understand completely. Why not try the products and see what you think. If you like these products as much as I think you will, we can find a way to gradually work them in, once you run low on products.

## SCHEDULING OBJECTIONS:

**I don't have the time to do a presentation.**

How much time do you think it will take? I know you are busy but you do love the products and it would be a great way to earn some of your products!

I know you are a busy person that is why I would appreciate it so much if you could fit it into your schedule. I would really appreciate it.

Would you be open to the idea of a presentation at your church? Office?

Would you be open to collecting orders by passing the catalogue?

**Everyone has had "parties" in my neighborhood.**

That is great! That means that they like doing this sort of thing. The really wonderful thing is that they have never tried Arbonne before and it won't be like all of the other things they have gone to. People really love the educational aspect of our presentation. It really isn't like the average party. If you plan it, I am sure you will get the interest. If they like doing this sort of thing, they would probably welcome the idea.

**I don't know anyone.**

I understand what you are saying. Many people feel that way. However, once you start making a list of neighbors, friends, relatives, the list can grow and grow. Why don't we schedule a date that is convenient for you and me and then I can help you build a list. I know how much you want to get your RE9 products and this will be a super way to do that. (Help them by asking about church, gym, pre-school, neighborhood...this is just an gut reaction and once you start making suggestions, they realize the DO know people. What they are really saying is, "I am nervous that no one will come.")

**I don't do "parties". I am not that kind of a person.**

I understand completely. However, it might interest you to know that Arbonne tends to attract the kind of person that doesn't usually have get-togethers of this nature because of the type of presentation it is. It is fun and educational and people have never heard of Arbonne before. You can benefit by receiving some fantastic anti-aging products!

**I want to do it but I can't do it right now.**

I understand completely. What I would like us to do right now then is pick a date in the future to do the presentation. I am very busy booking presentations and I want you to have first shot at some of the better dates.

Prospect says: "No...I really don't know what I will be doing then."

That's fine. I will call you next month to see how your calendar looks. We can arrange a date then.

### **SPONSORING OBJECTIONS:**

**I can't sell.**

This is an emotional issue. The person doubts her/his ability. Let the person know that the statistics for higher sales are on the side of a person who has not done this before. The reason is because a person who has never been involved in direct sales is open for what will be taught. There are no pre-conceived notions of what should or should not be.

I understand how you feel. I don't consider myself a salesperson either. But once I fell in love with the products I couldn't contain my enthusiasm about the products. So many of the people who represent the products said the very same thing...they said they would never do sales. It is just like sharing a great movie or recipe! Besides you will be in business for yourself but not by yourself and I will support you in your efforts to get your business going.

We have great training that will show you how to do this business.

Your response when this objection is brought up:

"Great, we're not looking for sales people. We're looking for people who like people and want to share a wonderful product.

"If we could work past this doubt you have, are there any other things holding you back?"

### **I don't have the time**

Let the person know that most people who become Consultants wonder how they will have enough time to "do it all"!

Your response when this objection is brought up:

"Time management is something that you will learn at the training that is provided. You can work as much or as little as you choose. There are no set hours. This will give you the flexibility to meet your family commitments. Each consultant works out their own schedule."

"If we could work past the time factor, are there any other things holding you back?"

-or-

I hear what you are saying! The funny thing is that most people don't have the time because they are so stressed in their lives with all the demands of work and home responsibilities. Your Arbonne business can work along side your current job (situation) and develop into something that could lead to independence for you.

### **I could never do what you do.**

What is it about what I do that you feel you could not do?

(Usually it is selling, or speaking in front of others. Answer as you would when they say they can't sell.)

### **"This business is not for me."**

This may be true, it's not for everyone. It is your job to find out if this statement is aimed at lack of confidence, or a way of distancing her/him from you out of fear. It could also be because of

an attitude about direct-selling in general. Do not react, argue or become defensive. This feeling is not directed at you personally. This person is communicating something to you.

Your response when this objection is brought up:

"That's interesting; tell me why you feel that way. Why not tell me everything you know about this business, specifically about Arbonne."

If this does not warm the person up, let go and move on. Be sure to thank the person for sharing their feelings so openly with you.

### **I work another job.**

Arbonne is the perfect fit for people who want to create an additional income stream while holding another job. It is so flexible and you truly would be your own boss with Arbonne. With time, many people find that their Arbonne income grows to a point that allows them to walk away from their current job...that is, if they want to.

### **I have done network marketing before and it didn't work for me?**

Really? What is it you did? (Let them share their experience. Find out if it was negative or positive. Then, Share the benefits of Arbonne that are relevant to their interests and how it can benefit them.

Example: It is unfortunate that you had a negative experience with network marketing. That can happen sometimes. Having the right product and right company can make a huge difference in whether people become successful or not in this industry. Would you be open to exploring your possibilities with Arbonne? I would love for you to see the differences in our company and product. Besides, if you purchased a bad car, you wouldn't stop purchasing cars would you? Not all companies are alike and it is an awesome industry!

### **My spouse won't approve of me doing a business.**

What is it about the business that you believe your spouse would not approve of?

If we move that objection aside, is there anything else that might be an objection for you? (Often it is not the reason. There is a hidden objection. Find out what it is.)

If it truly is the reason, you can offer together with the spouse.

I think you would be great at this. I would love to give you an audio tape about our industry and Arbonne or get together with you and your spouse to create some awareness about having your own home based business with Arbonne. When would be a good time to do that?

Don't assume anything when this objection comes up. The prospect may be dodging you and is using someone else as an excuse out of fear or doubt.

Your response when this objection is brought up:

"If we can work past this, would there be anything else holding you back? Which part of this business do you think would bother him/her? Would it help if you and I both sat down with him/her so that he/she would know exactly what is involved? Sometimes spouses are resistive when they don't have facts and feel left out of the decision. You may want to sit down and let him/her know why you feel Arbonne will benefit the family, and that without his/her support, it would be very difficult for you to try to pursue this."

"There are so many stories of spouses in Arbonne that were very negative about their spouse starting an Arbonne business.

Remember, there is a delicate balance between overcoming an objection, and trying to "CONVINCE" someone. If you see that you are trying to 'convince someone', take it away and say "It sounds like this isn't a fit for you. That's fine; who do you know that might like this?"