

Overcoming Objections

“I don’t have the extra time.”

a. “Suppose I can show you a way to build a business without affecting your present job and not dramatically affecting your leisure time, would you give this any consideration?”

b. “Could you help me out? You could be my “referral center!” Let me show you how my business works, then you could refer others to me when you hear of someone who needs some extra cash! But you can’t refer someone to me unless you think it’s a good deal. So let me sit down, show you the jewelry and explain to you how my business works.”

“I’m not a sales person.” Or “I’m not like you.”

a. “Hey, welcome to the club! I used to think that way, too! One of the nice things about being affiliated with Premier Designs is that you don’t have to be good at selling to be successful. May I explain what I mean? The jewelry sells itself! Ladies just want it! Premier is a company that bases performance on serving, not selling! Wouldn’t that make a difference in how you feel about being a sales person?”

b. (Restate their question.) “If I understand you correctly, you feel that you are not a sales person, is that right? (wait for response) You don’t have to sell something people already want. All I do is just show the jewelry and offer suggestions and let the jewelry do the rest. We have all kinds of personalities in Premier Designs that do well. That is what is so great about this business. You don’t have to be like someone else to be successful, just be yourself and have fun!”

“I don’t have the money.”

A. “I understand what you're saying. May I ask you a question?” (“Yes.”) “If I can clearly demonstrate to you that this is a business that will generate an income stream far in excess of the small investment it takes to get started, would that make it worthwhile for you to consider?”

B. This question might come after the one on one. It is the most common. Practice with this answer but first you must believe that Premier is a good investment. Show them how they will make their money back on paper after six shows. If they cannot finance then ask them if money was not an issue would you sign the paperwork today and get started. So if I understand you correctly, if money was not an issue you would sign the paperwork today? Is that right? Or is there anything else holding you back from getting started? Then write down everything that they are saying. Keep asking, “Is there anything else.” “Of all of these objections which one is the one you are most concerned about”?

“This Sounds Like One of Those Illegal Pyramid Schemes.”

“I can identify with what you're saying. I used to think that MLM meant a pyramid also. Actually, I would never get involved in anything that even hinted at being shady or illegal.

We are a "Direct Sales Company!" We make money based upon the sale of a product! We are also members of the Direct Sales Association. There are about 150 companies in America that are members which means that we are a legal, legitimate Direct Sales company operating within the laws of each state in the Union!

“Your Products Are Too Expensive”

"Actually, our products are very comparative to similar products. Suppose I can show you a way to get the products for free, would that be even better?" Most ladies receive between \$100-\$200 or more in FREE JEWELRY at my Jewelry Shows!!

“I Don't Want To Bother My Friends and Family”

"I know exactly how you feel. The last thing in the world I'd want you to do is be uncomfortable approaching your family or friends about this. There are many ways to build a successful network marketing business without ever contacting your family or friends. Jewelry one of the top gift items so people are buying it anyway.”

“I Want To Think It Over.”

A.” That’s a good idea. You should think this over. How much time do you need?" ("A few days.") "No problem. By the way, based on what I've already explained, how does this sound so far? Can you see yourself doing this?" ("It sounds pretty good so far.")

"Good. If you feel as good about it in a few days as you do right now, will you take the next step with me? To get started, all you need to do is set up a Training Show where I come and do your show for you ... YOU GET ALL OF THE BOOKINGS AND PROFIT!! I can help you get started!"

B. I understand that you need time to think it over, I did too before I got started in the business. Do you have any concerns or questions? Many times she will tell you, “I am afraid of getting started, that no one will help me. Then tell her you understand and in the next few days call your friends and family and let them know that you are starting a new venture and would they help you by having a show. Set up a time to call her back and talk to her about the results.

“I Want To Talk With My Spouse (Mother, Brother-in-law, Friend, Etc.)”

"I respect that. May I make a suggestion?" ("Yes.") "Let's get together with your spouse (mother, brother-in-law, friend, etc.) so they can see the business and the jewelry. They might be a little skeptical at first, but when they see how this works, you will see that they will be pleasantly surprised how Premier works!!

“I've Had A Bad Experience In Network Marketing.”

"May I ask what happened that caused the bad experience?" (Let them completely vent their frustrations.)

"Boy, no wonder you feel the way you do. I would feel the same way had I been in your shoes.

Maybe you had such a bad experience that you would never want to even look at network marketing again...and that's okay with me. Before I leave, however, let me ask you just

one final question: If I can demonstrate to your complete satisfaction that the bad experience you had before will not happen with my company and at the same time, the financial freedom you were looking for is very real with us, would you consider giving Premier a try?"

The average lady in our company makes around \$150-\$200+ for each jewelry show she does! Wow! Wouldn't that really make it worth your time?

“I'm Not Interested.”

"I can appreciate that. Perhaps this program is not for you.

I'm just curious though...may I ask why you're not interested?

(Listen to the objection. Most likely it will be one of the objections we discussed above. Use the appropriate language to overcome the objection and get the prospect back on track.)

“This might be something that I might be interested in the future but right my plate is so full I do not have time to listen.”

a. I can totally understand. I felt the same way. I was working a corporate job (or I was so busy with other activities) that there was no way I had time to listen to the business when my _____ (Sister, Friend, Jewelry lady) approached me. But I found that I did not have to sign up right away she just wanted to share it with me, there is no obligation just a sharing of information. I did not sign up until several months later.

b. I understand how busy you must be right now, but how about just sitting down and hearing about how Premier works while it is fresh in your mind? Then later when things aren't as crazy, you will already have the information.

“If you could just mail me the information then I could decide if I am interested.”

It really would not be fair to you. By getting together I will be able to answer any questions as they come up. Also you will be able to see Premier's entire program and make the right decision. I can send you with a packet of information, which will cover some things until we get a chance to meet (the curiosity packet). OK?