

BONUS SAMPLE SCRIPTS

for 21 Common Objections in Network Marketing

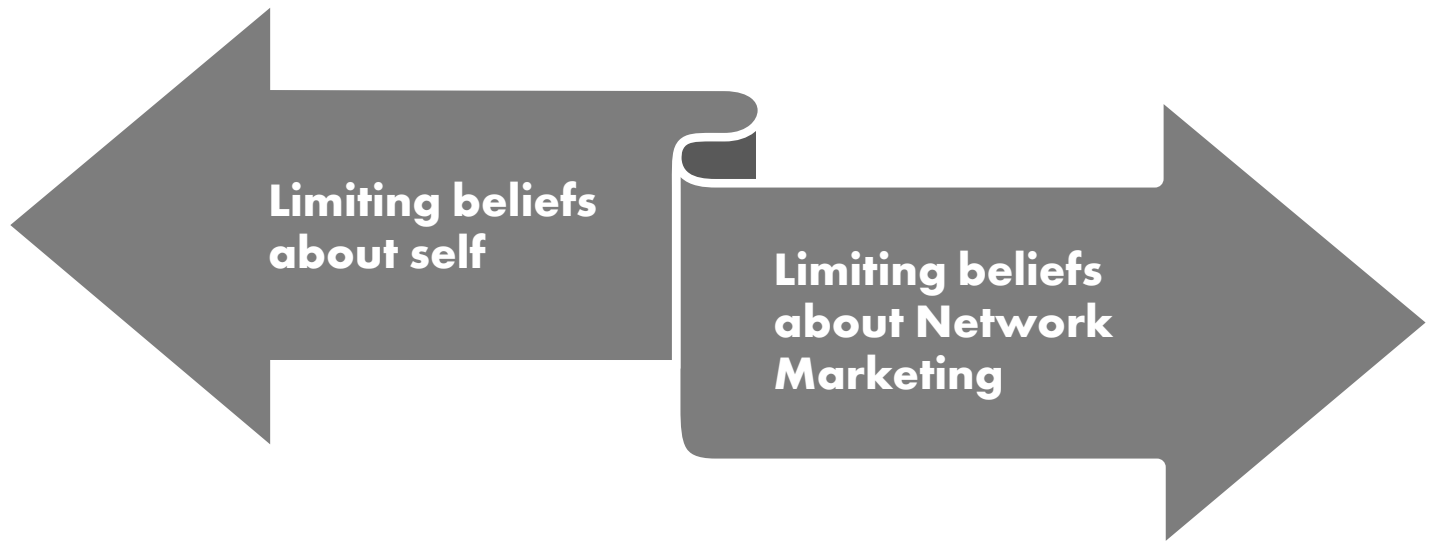
MASTERING

OBJECTIONS

IN NETWORK MARKETING

WORKBOOK

THERE ARE ONLY TWO TYPES OF OBJECTIONS



When faced with an objection from a prospect, think about whether their limiting belief is about themselves or Network Marketing.

Keys to Addressing Objections

- Build rapport first. Find commonalities. Mention the person who referred you to them. Talk about family.
- Find out why they're interested in looking at new opportunities. What are their pain points?
- Use your own personality and style when responding.
- Be genuine. Care about their circumstance.
- Listen. Know when to stop talking and let them talk. Give them time to process.
- Avoid being confrontational.
- Come from a Servant Leader position. You're there to serve them.
- Always remember that the four steps to handling objections (*Listen, Relate, Tell Stories, Ask the Questions*) will take you where you want to go when mastering objections.

COMMON OBJECTIONS

The following are 21 Common Objections in Network Marketing and examples of how Eric would respond to each AFTER building rapport with the prospect. **Remember, these are conversations, not scripts, so always use what feels best for you.**

#1: IS THIS ANOTHER PYRAMID SCHEME?

“Wait a minute. It sounds like you or someone you know has been involved in Network Marketing before. Something happened and there’s a story there. I HAVE to hear the story. Tell me about it.”

NOTES:

#2: MLMS HAVE A BAD REPUTATION

“You know, I did some research when I decided to join and what I realized is there are unethical people in every business, but that doesn't make the profession itself a challenge – it makes the people in that profession a challenge. You need to avoid those people and root them out. That's what I realized for me.”

OR:

“Really? Can I ask who told you this?” [A buddy] “Oh, just a buddy? Well, I had some of my friends say the same thing when I first started. So, I did some research when they were offering their opinions. What I realized is that they might not be as qualified to comment on the industry as some of the others out there who think that this is the place in the new economy for entrepreneurs to go out and do what they need to do.”

OR:

“You know, I heard the same thing when I first started, so I did some research on the industry and several of the businesses in it. I also did some research on the technology industry and one of its most well known companies, Apple Computers. I Googled ‘Apple Complaints’ and you know what I found? Apple had hundreds of lawsuits against them. They even have huge websites dedicated to their critics, yet they're one of the biggest companies in the world. So, I realized that people can say just about anything they want about a company or industry. Anyone can be a critic these days and that's okay. So, if there are people out there criticizing Network Marketing, that's fine. I did my own research and I can point to all kinds of documentation that says Network Marketing is real.”

NOTES:



#3: I'VE HAD BAD EXPERIENCES WITH MLMS

“Wait a minute. You’ve got a story. Something happened. Did you get involved before, or was it somebody in your family? Tell me the story. I gotta know!” *Let them tell you their story.*

“I’m sorry you (they) had a bad experience. But I’ll tell you something, I wasn’t so sure about this Network Marketing thing either when I first looked at it. The first video I saw everybody was making a million dollars in like 15 seconds. The product cured everything and it was just so unrealistic. There was so much hype and a lot of inappropriate people who were completely overzealous. They were running around like pit bulls—locking their jaws into people. I didn’t want to be that person at all.

“But I’ll tell you what, I did a little bit of homework and I found out that not everybody acts like those crazy people. Not everybody is a cheap sales person. And, I found that there are some amazing products out there that have made a meaningful difference in peoples’ lives. So, when I looked at it, for me to get involved, it would have to be more professional. And it would have to fit my model of how to do business in the world. If it didn’t, I wasn’t gonna be interested.

“So, I’ll tell you what I did. I did some research and I found a way to be able to have all of the benefits without having to be one of those crazy people, without having to have a group of those people, without having to train those people, without having to deal with all the nonsense and hype, and to do it all professionally.

I found that I could find my place in this entrepreneurial space without having to jeopardize my reputation. I found that I could get the benefits without the pain.

So, let me ask you a question, **if I** could show you what I found and how it worked with credibility and professionalism, **would you** at least be willing to take a look with me?”

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#4: I DON'T HAVE THE TIME FOR NETWORK MARKETING

"Well, can I help you with the time issue?" *[Sure]* "How many hours are you working? How many hours do you need to sleep? What are you doing in between? What are the hours that are available? Truthfully, how much time do you spend catching up on social media, or television, or playing video games? Now, I'm not judging. I spent a ton of time on social media and watching TV and what I realized for me was that there were a bunch of pockets of time that I could free up to build a better future. I just had to make it a priority."

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#6: ONLY PEOPLE AT THE TOP MAKE MONEY

“Listen, I totally get it. We’ve all heard these stories about people at the top of the mountain that kick the snowball down the hill, it turned into an avalanche, they made trillions of dollars, and now they’re retired on a beach somewhere. We’ve all heard, ‘You’ve got to get in early to make it to the top.’

“I thought the same thing and I get it. Then, I did some research and here’s what I found out. On average, Network Marketing Distributors collectively make over \$200 million a day. \$200 million in commissions are paid out EVERY SINGLE DAY OF THE YEAR. And only about less than 5% is paid to the people in the top 1% of companies. So guess where most of the money goes? It goes to people making \$300 a month, \$500 a month, \$1,000 a month. So, I realized that you don’t have to be at the top and you don’t have to get in early to still get a paycheck. It’s just not true.

“I also found out that people below you in your group can make more than you. Did you know that? I didn’t know that. And it made me feel better because I was a little salty that the person above me was getting to make money from me just because they happened to hear about the opportunity a little before me and that I could never catch them. That would suck. But I found that not only can I can catch them, I can even go past them like they’re standing still. Yes, they can earn off me, but I can still OUT EARN them.”

NOTES:

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#7: I ALREADY HAVE A GOOD JOB

“I get it. I’m not talking about a job – I’m talking about cash flow. The most successful people I know are interested in cash flow. What if you could use your influence in order to be able to create another stream of income for yourself? Can you tell me that doesn’t interest you?”

OR:

“I get it. But are you interested in an additional stream of income?”

NOTES:



#8: HOW MUCH MONEY ARE YOU MAKING?

“I don’t know. Because of my efforts so far, I’m going to get paid for so many years in the future that I can’t even add it up yet because it hasn’t all happened. I’m going to continue to earn, and earn, and earn from conversations I had in my first week. They’re going to turn into money, and opportunity, and organizational growth, so I can’t tell you how much money I’m making because I’m still earning it and it’s going to keep happening.”

OR:

“Listen, everybody’s story is different. Everybody’s path is different. Your path will probably be different than my path. So, tell me an income story that would be interesting for you and I’ll tell you about a person in my company who is experiencing that result right now. It’s not about me. It’s about seeing if this might be a fit for you. And I might not be your role model, but I can introduce you to somebody in the company who would be an inspiration to you and that has the results that you want to have. I can introduce you to them and show you how they do what they do.”

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#9: I NEED/WANT TO TRY THE PRODUCT FIRST

“I want you to try the product too, but just let me know now if this is something to buy time or is this something you really want to get solid with? Just let know and we can save the time. We don’t need to hang around and waste time where I’m pretending to follow up and chase you about the product and you take it home and put it on a shelf and never really try it. So, let’s save ourselves that time and grief.

Now, if you really want to try it, let me set you up as a customer. Then, if you decide that you want to convert to a Distributor at sometime, or you just want to be a long-term customer – fantastic. But let me get you signed up that way. It’s the best way to really see how the company works.”

OR:

“Listen, the business people I know do due diligence on anything they’re looking to get involved in, so it’s smart that you want to evaluate the product. But to do it right, you need to evaluate the full experience. Wouldn’t you want to know what a customer is going to feel like when they interact with the company? Well, let me show you what a customer feels like. Here’s how they sign up. Here are their choices on what they can buy on a monthly basis. And you can decide what you want to try. You can even see what the cancelation process is like because you can cancel whenever you want. You can see what the refund policy is. You can see everything. So, let’s get you signed up now, okay?”

NOTES:

#11: I'M NOT A SALESPERSON

“Okay, you can try that on me if you want. You’re not a ‘salesperson’ – but guess what? You REALLY are! You sell your kids to do what they’re supposed to do. You sell your spouse to do what they’re supposed to do. You sell your value in the workplace every single day. You sell ALL the time. You just do. But none of that is paying you as much as this is going to pay you.”

OR:

“Have you ever thought about being an entrepreneur?” *[Yes – but I’m not a salesperson]* “So, guess what the very first thing is an entrepreneur needs to master – selling! They’ve got to sell their employees to come and do the work. They’ve got to sell their bankers to get loans. They’ve got to sell their investors to get capital. They’ve got to sell their customers on their products or services. They’re selling constantly.

Now, maybe your nervous and I get it. You’re just getting started and you’re nervous. But understand that you HAVE to sell. In life you have to sell. In business you have to sell. And this opportunity will give you the easiest entry there is to learn how to sell and become a person of influence. So, if you want to be an entrepreneur, you have to learn to sell. That’s just how it works. This will help you learn and this will help you get there.”

NOTES:



#12: I DON'T WANT TO BUG MY FRIENDS AND FAMILY

“I get it and I don't want you to bug them either. Who wants to bug their friends and family? But what if you could HELP your friends and family? What if you could show them what it is that you have to offer in a way that makes them feel good, that builds a great relationship, that improves their quality of life, and that doesn't make anyone feel weird during the holidays? Nobody avoids you at the mall. Nobody feels weird at the family reunion because you're a professional. What if I showed you how to do that without pushing or begging anybody? All you're doing is providing service and value. **If I** showed you how to do that, **would you** be willing to keep moving forward?”

NOTES:



#13: I DON'T KNOW ANYONE

“Of course you do. Let me show you. How many Facebook friends do you have? Who do you know who’s dissatisfied? How many people do you know who could use this product or service? How many people do you know who are entrepreneurially minded? How many people do you know who are absolutely sick of their job and are looking for something else? How many people do you know who want to put their kids in a better school but can’t right now because they’re limited? Who do you know who’s money motivated? See, you know more people than you think.”

NOTES:

#15: I DON'T LIKE REJECTION

“Me either. Who likes rejection? But I can show you how to do it where you NEVER get rejected. The people I talk to might say ‘No’ to the product. They might say ‘No’ to Network Marketing. But nobody ever rejects me. I introduce what I have to offer and people say ‘Yes’ or ‘No’. They say ‘I’m in,’ or ‘I’m out.’ And I can teach you how to do it so it’s fun. This isn’t the boiler room. This isn’t cold calling. This isn’t telemarketing. This isn’t all the things you might think it is. It’s just not.”

NOTES:



#19: I NEED TO CHECK WITH MY SPOUSE FIRST

“So, you’re telling me that you’ve tried something like this in the past and you now have family rules, right? I totally understand and that’s healthy. Talking with your spouse when starting a business is one of the smartest things you can do. So, let me ask you, you’ve heard my presentation, so what are you going to say to them?”

OR:

“Now, I’m not saying that I want to insert myself into that conversation, but can I be your friend in the process and help you when you go talk to your spouse?”

OR:

“Let me give you something to show your spouse. And my suggestion is to show this to them and just be quiet because they won’t be able to hear it through your words. They’ll need to see somebody else talk about it. So show them this video/product/brochure and then, if they have any questions, I’m here.”

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#20: I NEED TO PRAY ON IT

“I totally respect that 100%. I grew up in a family of faith and I still consider myself a person of faith. I understand that with important decisions you need to seek some guidance. That’s cool. Please do that. When would be an appropriate time for us to talk again where you feel like you’ve had the time to be able to pray about it and to be able to get whatever guidance that you’re looking for? Just a guess, I’m not holding you to it.”

OR:

“I know that answers to prayers come at different times. I just want to know what you think. Can I give you some materials to look at or some of the product to try while you’re praying about it? I want to be a help to you. I want to be a servant to you in your process. And, whatever decision you end up making based upon the guidance you receive, I’m with you.”

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#21: HOW DO I KNOW THIS COMPANY WILL LAST?

“You don’t. In today’s world, nothing’s permanent. In fact, it’s predicted that 40% of the S&P companies that exist today will not be around in five years. They’ll be merged. They’ll be wiped out. Something will happen. So, are some Network Marketing companies going to fail? Are they not going to stand the test of time? Of course.

“But here’s what I’ve got to tell you – your security is NOT with the company. Now, we all hope the company lasts for a hundred years, but here’s what I realized. The real asset is your skills. If you have the skills inside of this business, no matter what happens, you’ll always have job security. You’ll always be able to grow a large organization. You’ll always have financial capabilities. You’ll always have earning power. ALWAYS. No matter how old you are. No matter what your educational background is.

“You see, Network Marketing is different than in corporate America where you can only go so far if you have a certain degree and you can’t go any farther. Or, if you’re a certain gender you can only make so much. Or, if you’re a certain age they stop paying you. Or, if you make too much money they start chopping away at your ankles. Network Marketing is different. You can control this. You are the machine that drives all this. The rest of the profession serves you and it’s the skills that you learn that will create a future.

“So don’t worry about that security. The security is in YOU and we can develop it together. Let’s make it happen.”

NOTES:



MASTERING OBJECTIONS IN NETWORK MARKETING

