

**MASTERING**

**OBJECTIONS**

**IN NETWORK MARKETING**

**WORKBOOK**

# WHAT YOU WILL LEARN IN THIS PROGRAM:

**Rewiring Your Brain:** How to befriend objections so that you stand out from all the other network marketers out there.

**Mindset:** 5 keys to success so that you can model the secrets of six and seven figure network marketers even if you're just starting out.

**Concepts:** 3 steps to handling objections so that you can increase your sign-up rate immediately and start building the organization of your dreams.

**Closing:** The magic question that makes people want to take action and commit to their next exposure.

**Go Pro:** Common objections you may have never even heard of and how to role-play them to make them work for your company.

## COURSE 1 | REWIRING YOUR BRAIN

### REFRAMING OBJECTIONS

- Objections are opportunities
- Objections build relationships and rapport
- Objections educate your prospects
- Objections help you add value
- Objections help you envision their possible future
- Objections allow you to bridge the gap

### Reframing Objections

On a scale of 1 to 10, how do you feel about objections with 1 being 'I hate objections' and 10 being 'I understand objections are part of the process and I enjoy answering them.'

1    2    3    4    5    6    7    8    9    10

On a scale of 1 to 10, how confident are you right now in your ability to handle objections, with 1 being 'I am absolutely terrified' and 10 being 'throw any objection at me and I am confident I can answer it.'

1    2    3    4    5    6    7    8    9    10

**Write down what you feel when you think about objections, such as worry or fear:**

---

---

---

---



# COURSE 2 | MINDSET

## 5 Keys to Success



What can you do to behave more like a consultant through your tone, posture and words and less like a sales person?

---

---

---

---

What do you stand to gain by giving people more time? What do you lose if you walk away too quickly?

---

---

---

---

How are you educating the uninformed?

---

---

---

---

How do you help “blind” people to see more clearly?

---

---

---

---

Can you think of any other reasons for people to object other than the one’s we’ve already discussed? If yes, write them down.

---

---

---

---

<b>Write Down All the Objections You've Heard</b>	<b>Are They Real?</b>	<b>What Are They REALLY Saying?</b>
Not interested		
No time		
No money		
Don't like Network Marketing		









## Exercise 2: Pick any objection you listed above.

Use the **Feel – Felt - Found** formula to role-play it. What kind of questions can you ask to clarify this objection? What kind of stories can you share?

Do this for each objection that you wrote down. The **Magic Q** will be covered in the next section.

Objections	Feel – Felt – Found	Questions	Stories
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			

Objections	Feel – Felt – Found	Questions	Stories
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			
<b>Magic Q:</b>			



## COURSE 4 | THE MAGIC QUESTION

**Exercise:** For the objections you worked through in part 3, close the loop by asking the Magic Question and asking to schedule the next exposure.

IF I COULD...  
WOULD YOU...

.....  
The Magic Question



SCHEDULE THE  
NEXT EXPOSURE  
NOT THE NEXT  
SALE



You can also refer to the Bonus Material included in this program: **Sample Scripts for 21 Common Objections in Network Marketing** for alternative ways to respond in addition to the **Feel – Felt – Found** approach.

## SAMPLE MAGIC QUESTIONS

### *If I could..., would you...?*

**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?

### *I Don't Know Anything About This Business*

**If I could** show you how to turn a little bit of an investment into an entrepreneurial school, and build a business while you're getting an education to be able to create an income, **would you** be willing to take the next step?

### *I Don't Have Enough Time...*

**If I could** show you how to carve out the time and invest in your family, invest in your future, and we did it together, **would you** be willing to take another look?

### ***I'm Not a Salesperson...***

**If I could** show you how to get involved and not feel uncomfortable like a hardcore salesperson, to be able to help people who need great products and get paid along the way, **would you** be willing to keep going down this process?

### ***I Don't Have Confidence...***

**If I could** show you how to use the personality and problem solving skills you have right now to be able to contribute to the people you connect with through the products and services and opportunity, **would you** be willing to take the next step with me?

### ***I Don't Have the Money to Get Started***

**If I could** help you brainstorm ways that you can come up with the money to invest in your future with what you already have, **would you** be willing to take the next step to starting your own business?

### ***I Already Have a Good Job***

**If I could** show you how others in your same situation started by committing just a few hours a week to build a future where they are their own boss and have the financial freedom to live a quality life for themselves and their family, **would you** be open to taking a look at this opportunity?

### ***I Don't Want to Bug my Family and Friends***

**If I could** show you how you could help your family and friends by showing them what you have to offer in a way that makes them feel good and builds a great relationship that improves the quality of your life, **would you** be willing to find out what this is about?

### ***I Need to Check With my Spouse***

**If I were** to give you a video, some brochures and some sample products to share with your spouse, then stay out of their way knowing that I'm here to answer any questions about this opportunity you can explore together, **would you** be open to doing this?

### ***I Don't Know Anyone***

**If I could** show you ways to brainstorm and create a list of people you know in the community, in social media, at the gym, in your kids' school, so you can create a candidate list long enough to justify joining, **would you** be willing to work with me to create that list?

### ***Only People at the Top Make Money***

**If I could** show you some research about how \$200 Million is paid out in commissions every single day of the year to Network Marketing distributors and only about less than 5% are paid to the people in the top 1%, AND that people in the group below you can make more money than you, **would you** be willing to take a look at this opportunity?

***And remember. Part of this whole vibe of "If I could..., would you...?" is to listen.  
And let them know you're with them. That you're going to do this together.***

# SCHEDULE THE NEXT EXPOSURE... NOT THE NEXT SALE

**At the end of every objection, ask to schedule the next exposure.**

## **What's the next step?**

- Understanding more about the product?
- Understanding more about the opportunity?
- Meeting somebody?
- Getting on a 3-way call?
- Setting up a meeting with their spouse?
- Scheduling a home party?
- Scheduling a virtual party, such as a Makeup Makeover?

***After you ask the Magic Q and they agree, then ask to schedule the next exposure.***

## **EXAMPLES OF SCHEDULING THE NEXT EXPOSURE**

### ***I Don't Want to Bug my Friends and Family***

**Would you** be willing to create a fun and informative event for the people you know so they don't feel uncomfortable or that you're just giving them a pitch?

- ▶ Ask to schedule a home party or on-line party such as a Makeup Makeover or a Shake Shakedown or Fashion Festival so they have fun, can see how easy it is, and see how this could work for them.

### ***I Need to Check With my Spouse First***

**Would you** be willing to partner with me when you talk to your spouse about this opportunity?

- ▶ Ask to schedule a meeting for coffee or at their home to share the opportunity and answer any questions their spouse may have.

### ***I Need to Think About It***

**Would you** be open to doing some research and doing your due diligence with me and figure it out together?

- ▶ Ask to schedule a time and place, such as your office, to do research, share some relevant stats, and address the areas that they are unsure about.

## ***I Don't Know Anyone***

**Would you** be willing to brainstorm and create a list of all the people you do know?

- ▶ Ask to schedule a time and place where they can go to their social media accounts and ask them to bring any contact sources such as their smart phone or address book.

## ***I'm Not a Salesperson***

**Would you** be willing to discover ways that you already sell and explore innovative ways to share this opportunity so it is fun and effortless for you?

- ▶ Ask to schedule a meeting in a casual environment where they feel comfortable and open to expanding their perspective about sales.

## ***How Much Money are YOU Making?***

**Would you** be willing to learn ways to turn this opportunity into money, and continue to earn for years to come doing what I do, because I'm still earning?

- ▶ Ask if you can introduce them to somebody that would be an inspiration to them and they would want to have the results that this potential role model could have. Then arrange a meeting with someone who is one of the top earners in your company.

## ***I Already Have a Good Job***

**Would you** be willing to explore ways to increase your cash flow and do something that is starting to become sexy again...starting your own business where no one owns any of you and you don't have to answer to anybody?

- ▶ Ask if you can meet with them and show them ways to generate cash flow and use some of their influence in order to be able to create another stream of income for themselves while starting a business where they are their own boss.

## ***I Don't Have Money to Get Started***

**Would you** be willing to brainstorm ways to effortlessly raise the money that you need to begin planning a future of financial freedom and a greater quality of life for you and your family?

- ▶ Ask if you can schedule a little gathering with some of their close friends, so you can all sit down and come up with some creative and fun ways for all of them to raise the funding such as household items gathering dust that they can sell on eBay or meet at their respective homes to talk about growing a business together instead of spending money at Starbucks.

## ***I Want to Try the Product First***

**Would you** be open to sampling our products and sharing it with a group of people you know who might be interested in teaming up with you to start a business that will improve the quality of their lives, not only through our products, but the extra income you could all earn?

- ▶ Ask if you can help them put together a home party with people they know so they can learn about the benefits and sample some recipes that you've created using the products that have improved your health and the quality of your life financially.

## ***Will it Work for Me?***

**Would you** be open to learning some new skills that will help you face your fear and get you outside of your comfort zone so that we can work together to build a business with confidence and certainty that success is yours?

- ▶ Ask if you can schedule a meeting with one of the top leaders in your company so that the three of you can learn some skills and do some exercises to bust through any doubt they might have, knowing you will always have someone supporting you?

***Remember to keep using the objections as an opportunity to build more rapport, more belief, more connection, more understanding and engage their imagination.***

***And keep going to exposures.***

CONGRATULATIONS ON COMPLETING THIS COURSE ON  
**MASTERING OBJECTIONS IN NETWORK MARKETING!**





# MASTERING OBJECTIONS IN NETWORK MARKETING

