



# OBJECTIONS ARE INVITATIONS

# SEE OBJECTIONS AS WHAT THEY ARE.

Objections are part of every sales process. To be successful in network marketing, it's essential to learn the purpose of objections and implement an effective process to manage them.

First, understand this:

**Objections are a sign of interest and an invitation to continue the discussion.**

However, there's an important distinction in how the conversation should continue. A [study executed by Gong Labs](#) on more than 67,000 calls revealed the following:

When it comes to reacting to objections, successful reps have a polar opposite response than their peers:

Successful sellers actually pause **longer** after objections than they do during "normal" parts of the sales conversation. They are *calmer* in the face of "adversity."

**It's like objections trigger them to go into slow motion.** Their average-performing peers, by contrast, get "riled up." The length of time they pause plummets after getting an objection. They practically interrupt their customer while answering the objection. They're so eager to "rebuttal" that they pounce on the customer. Speaking of getting riled up, average reps also speak a bit *faster* after getting an objection (note that top reps don't necessarily talk slower, they maintain their pace more or less).

Objections are nothing to get “riled up” about. Think of them as opportunities to pause, probe for further details, reflect, and pivot the conversation in a new way. Selling is as much about listening as it is responding. It’s important to ensure you hear the objection, pinpoint any underlying concerns, and address it in a way that moves the conversation forward.



### A TECHNIQUE I USE TO HELP KEEP THE CONVERSATION IN PLAY IS THE FEEL/FELT/FOUND METHOD. IT WORKS LIKE THIS:

- First, acknowledge the prospect and let them know you heard and understand their concern by saying something like, “I understand how you **feel**.”
- Second, let them know how you can relate by noting, “I **felt** that way too, [and elaborate on your true feelings].”
- Third, reveal how things changed from your initial feeling and what you found in the end by stating, “I **found** that [elaborate on your findings].”

When using this method, always be sure to use your true feelings and findings as a way to make an authentic connection.

There are plenty of objections network marketing professionals hear. Following are the most common ones along with discussion points to continue the conversation.

“I don't have time.

Talking Points:

- That's the beauty of this business; you choose the time to invest—and the earnings to match that investment.

“I could never do what you do.

Talking Points:

- I know how you are feeling; that's what most people think.
- Once you decide to join my team, I am committed to coaching and guiding you to show you everything you need to know in this business.
- Knowing we will have you prepared and fully trained to be successful, are there any additional concerns or fears that would hold you back?

“I have small children.

Talking Points:

- So do I!! (*when applicable*)
- You can actually get paid for doing what I do and you can work this business as little or as much as you want.
- You can fit this business into the nooks and crannies of your life, plus have some personal time too while still putting your family first.
- Here's a little info, why don't you just take it home and look it over to see what you think (if this is a sit down).



“I need to talk with my spouse/partner first.

Talking Points:

- I'm glad to hear you make decisions together. It makes doing business so much easier when you're on the same page.
- Let me ask you this, what are some questions or concerns your spouse/partner may have so we could go over them now together? This way, you'll be prepared to answer them when they ask.

“I am not a sales person.

Talking Points:

- I understand. We don't expect you to be a sales person.
- This business is about connections and helping others by servicing their needs, not selling them.
- To help you connect to others and service them, we offer extensive initial and ongoing training for all new partners.
- What I've found is the partners who felt the same way you do, enjoy how simple and fun it really is.
- Plus, the company and I are committed to supporting and training you every step of the way.



“The prices seem very expensive. I don’t know if the people I know will buy them.

Talking Points:

- I hear you.
- I was concerned about that too when I first looked at the company. After working with them for [x years] here is what I found: [provide details on your findings].

“I don’t have the money to invest.

Talking Points:

- If this is something you are seriously considering, we have a options.
- [Explain options in detail.]

The most important aspect of managing objections, is ending the conversation with a question. When phrased as a leading question, you’re truly leading the prospect to answer with a resounding “yes.”

Here’s an example of a good closing question, “Based on what I’ve shared, how do you feel about moving forward—knowing I’ll show you how and be with you every step of the way?”



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