

OVERCOMING OBJECTIONS



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INTRODUCTION

When presenting a business opportunity, or sharing the benefits of your product, people will naturally have questions or concerns, of how your product and service can benefit them.

Your ability to properly answer their questions or handle their objection(s) may mean the difference in whether they take advantage of your product or service or join your business. This is a skill that can be learned and mastered through practice and repetition.

As you improve with this skill of answering questions and overcoming objections, it will result in an increase in sales as well as the number of people that partner up with you and join your business.

OBJECTIONS VS. QUESTIONS?

Understand the difference between questions and objections. Objections are reasons they cannot pursue your opportunity. Questions are how to pursue your opportunity. Answer all questions but only handle 2 or 3 objections. After 2 or 3 objections, you need to ask yourself if you are talking with the right person

Your Attitude / Posture

1. Assume they want to join your business, they want to take advantage of your product or service, - they just don't know it yet.
2. See an objection as nothing more than a request for more information. Not a Rejection
3. Expect objections, but don't create them
4. Isolate the final objection and then move forward in your closing.
"Other than that is there any other reason that you would not go ahead."

"Overcoming Objections is a skill that can be learned and mastered with continuous practice and repetition."

Use Sound and Proven Techniques

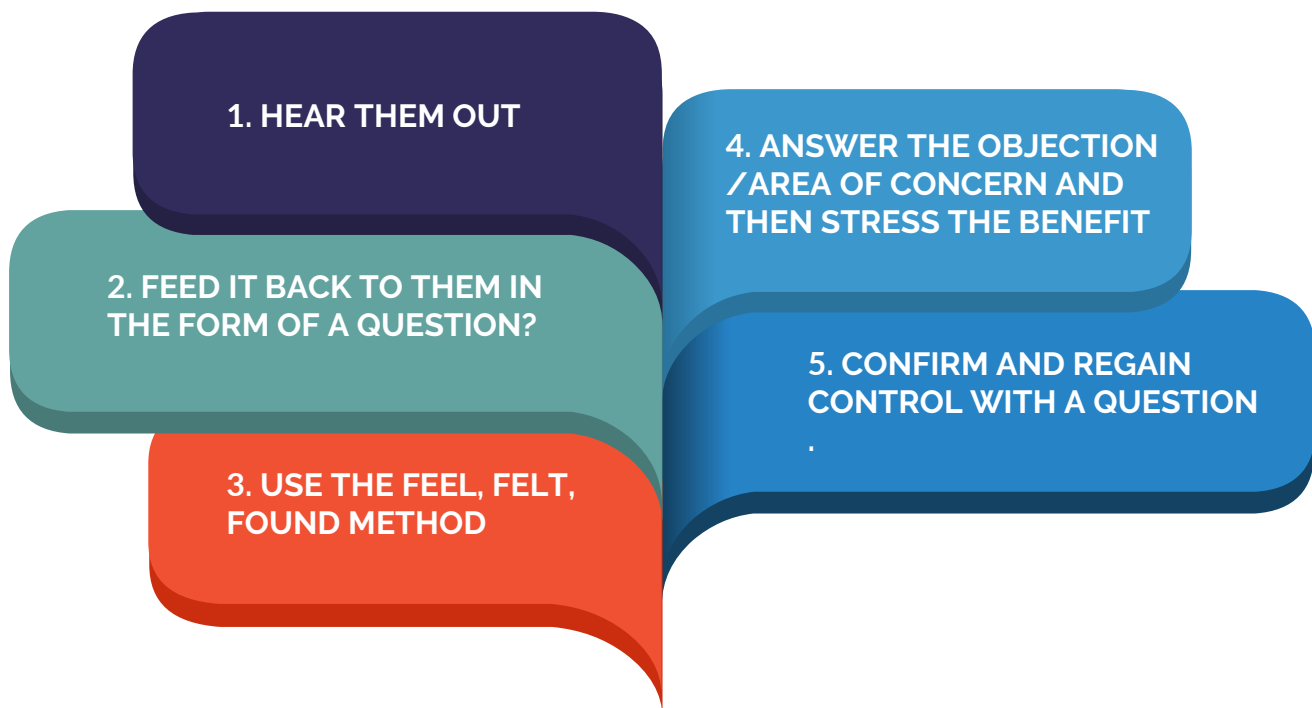
1. You have Two Ears and One Mouth. Therefore You should listen twice as much as you are talking.
2. Ask Them, don't Tell Them! A question draws them in, a statement repels them.
3. If you say it, then it is argumentative, but if they say it, it is considered truth



Guide and Control the conversation with leading questions

- Ask your prospects the right questions that lead them to come up with the right answers
- If you tell them, they doubt it, it is arguable, but If they say it, then it's considered truth
- If your tactics are sound, people can't argue or debate with you By using through provoking and loaded questions you are absolutely in control .
- Acknowledge the fact's. – The facts are what they tell you.
- Use what they tell you, to lead them to the next level in the closing sequence
- Ask leading questions and get minor agreements along the way to lead to the big "YES."

Five Steps to Overcoming Objections:



1. **HEAR THEM OUT** – Make sure that you thoroughly understand their area of concern Listen to them completely and intently.
2. **FEED IT BACK TO THEM IN THE FORM OF A QUESTION?** Sometimes the best way to handle an objection is with a question . This allows you to get a deeper understanding of what their thought process is and allows you to better address their concerns/ objections (Example) what do you mean by that ?
3. **USE THE FEEL, FELT, FOUND METHOD** – Emphasis with them. People connect with others that have similar experiences (Example) I know how you feel , I felt the same way but , what I found...
4. **ANSWER THE OBJECTION/AREA OF CONCERN AND THEN STRESS THE BENEFIT:** Answer their area of concern and show them the benefit of your product, service, or business.
5. **CONFIRM AND REGAIN CONTROL WITH A QUESTION .** (Example) if this opportunity could help you enhance your lifestyle and improve your quality of life, you would want to take a serious look at it, wouldn't you?