

Handling Questions and Objections

Handling objections: You will want to welcome the question or objection and then ask questions.

- First pause to let them keep talking, People do not feel comfortable with silence and usually talk more. You want to find out the real problem (the first objection is usually a smoke screen.) The more they talk the easier it is to see their needs or desires so that you know how to help them.
 - Then welcome the objection. “I can understand how you feel. “I’m glad you brought that up” or “I also felt that way before I really understood it.” If you contradict them, their defenses go up. Agree if you can.
 - Pause again. Give them a chance to explain.
 - Ask questions so that you fully understand their position.
 - Restate their objection and isolate it. “Can you help me? Am I correct in understanding that the only problem you have is....?”
 - Once you isolate the problem, then offer the Shaklee solution...
- **Products are expensive** – Are you using supplements now? What is it you take? What kind of results are you getting? What are you comparing Shaklee to? Do you think all companies have the same quality control? Do you think there is a difference in the way different brands are absorbed? Do you think it might be possible you could feel even better? “What is more important to you, the cost of the products or the results you get?” (It doesn't make any sense to say the cost, and if that is what they say, they are not candidates.)

Another thing I say when someone says the products are too expensive is: Do you agree that even if something is cheap, if it doesn't work, you just wasted your money” “The most expensive products are the ones that don't work, no matter what you paid.

You can always find products cheaper (Shaklee is high quality) but there are more expensive products than Shaklee. (I never take no money or no time as a legitimate excuse. People will find the money to buy what they want and the time to do what they want to do.)

- **Products are for upper middle class and rich** – I am not sure I understand where you got that feeling. Can you help me with that? I know people who were on welfare and used the products because they saw such an improvement in their health. They know that their health is the most important asset they have. Doesn’t everyone want better health? If money was not an issue, would you be interested? What if you could be reimbursed for the products you purchase? Would you like to hear how this works? This is why some people get involved in the business – to pay for their products or to get out of the money problems.
- **I have no time** - I would find out what is taking all their time, if they like doing these things, if these activities are leading them to where they want to be in life, if they would like to have more time. If they had extra time, what would they do with it? I would offer the opportunity to change their stressful life. Also, they do not have to put a lot of time into this business if they are consistent and patient. If they do not respond to a business opportunity, you can offer them a way to cope with their stress (nutrition, especially Stress Relief Complex).

I would say, "I really believe we could help you cope with the stress nutritionally and prevent a lot of health problems that stress causes. Would you be open to hearing about it?"

- **I have no money** – I would ask what they mean by this. Did they forget their wallet? Do they have to wait until payday? Do they literally not have 2 nickels to rub together? The business will not work unless they are willing to use products. Obviously to benefit from the products they need to purchase them first. Some people actually have a garage sale or get a loan to get started.
- **Is it MLM?** MLM or Network Marketing is a method of distribution. Ask them what they know about MLM. If it is negative I would say "I am sorry – it sounds like you had a bad experience, or you know someone who had a bad experience" Ask them what happened and if they think all companies are like that. Have they ever eaten in a bad restaurant – bad service, food, etc. Then ask if they will never go to a restaurant again. All companies in an industry cannot be judged by some bad ones, since there are many good ones too. Typical retailing makes profits when customers buy their products. Then they spend part of the profits to pay for advertising to hopefully bring in new customers. Part of the dollar spent by the customer also goes to the broker, wholesaler, and retailer. With Network Marketing, the company takes part of the profits to pay you and me for work done through advertising. They also pay us to find more reps that will bring in more customers. There are no brokers, wholesalers or retailers to **pay since members buy directly from Shaklee (the manufacturer). Therefore it makes sense to us** (we can make a lot of money) and it makes sense to the company because they pay out less and they pay us when the customer buys the products rather than before in hopes that customers will buy.

Is this a pyramid? Can you help me with that? Can you help me understand what you believe a pyramid is? Shaklee is not an illegal pyramid but is pyramidal in structure because that is the most stable structure there is. All companies, government, churches etc. are pyramidal in structure. In companies the top person makes the most and the ones at the bottom earn the least. The chance to move up depends on someone dying or quitting, or moving. And the next person in line will not necessarily get the job. In Shaklee, we get paid on productivity, and that is fair. The people who build the largest organizations get paid the most. Everyone can be at the top of their pyramid... and you could make more money than me (and I will help you do that) unlike with a job.

According to the IRS, "Multi-level marketing differs from an activity called a "pyramid scheme". Pyramid schemes are illegal scams in which large numbers of people at the bottom of the pyramid pay money to the few people at the top. The success of the pyramid scheme relies upon a never-ending supply of new participants. Pyramid schemes seek to make money quickly. Multi-level marketing companies seek to make money with their representatives as the business grows by selling their consumer products." The money we make is Shaklee is based on the volume of products purchased by our downlines.

I'm already using brand X. I would ask how they like the product and what kind of results they have gotten. Then I would ask if there is a possibility they could feel better? Would they be willing to try our products and see if they feel better? If not, they get their money back and the worse that can happen is they get free products for a few months.

