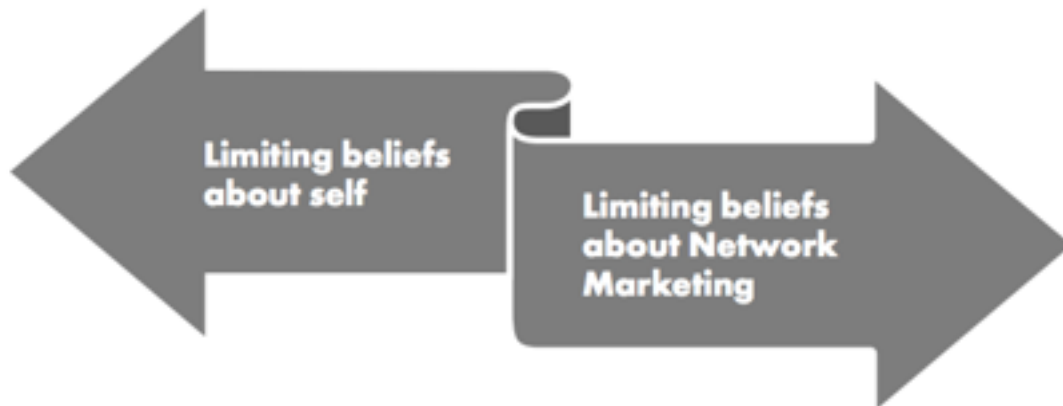


# Overcoming Common Objections in Network Marketing

By: Eric Worre

As you review these scripts, think about whether

**THERE ARE ONLY TWO TYPES OF OBJECTIONS**



they are about Yourself or Network Marketing...

**4 Steps to Handling Objections: Listen, Relate, Stories & Questions.**

## **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 wounds?
- Use your own personality and style when responding.
- Be genuine. Care about their circumstance.
- Listen. And know when to stop talking and let them talk. Give them time to process.
- Avoid being confrontational. Starting with "Of course" will neutralize any potential argument or conflict.
- Come from a Servant Leader position. You're there to serve them.
- Feel, Felt, Found is generally a solid approach for most objections. But don't overuse it!

## **#1: IS THIS ANOTHER PYRAMID SCHEME?**

- "Pyramids are illegal. There is no exchange of goods or services. We offer products of the highest quality and have 'X#' loyal and raving fan customers and distributors."
- If your belief in the profession is strong and you posture yourself as a person of integrity, then this objection will rarely come up, if at all. Be congruent!
- "No. Why do you ask?"
- "I'm glad you asked this because this business is for people who aren't into illegal pyramid schemes."
- "Network Marketing is about bringing products and services direct to the consumer. There's nothing illegal about it."
- "What do you mean by that?" Pause. Sometimes they're not sure or don't know.
- "Are you doing a pyramid?" "Are you a bank robber? You're asking me if I'm doing something illegal. I'm asking you if you're doing something illegal."
- The people who are skeptical and negative are usually broke. Move on to someone who wants to be helped or business savvy enough to realize Network Marketing is a profession.

## **#2: MLM'S HAVE A BAD REPUTATION**

- "I thought the same thing when I started out. Thanks to leaders in the industry, Network Marketing is now becoming not only validated, but focused on being professional business owners."
- "You're going to find unethical people in any business. But in Network Marketing, we hold each other to higher standards, so those who give MLM a bad name eventually go out of business."
- "With Network Marketing, you can start a big business with little investment."
- Give third party input, like from Rise of the Entrepreneur.
- "Who has said this to you?" [My brother-in-law]. "Is he wealthy?" [No] "Does he own his own business?" [No]
- "Would you consider him a credible expert on any subject?" [Not really]. "Robert Kiyosaki, Donald Trump, Warren Buffet, Tony Robbins, Richard Branson are big supporters of Network Marketing. Would you consider them credible experts?"

### **#3: I'VE HAD BAD EXPERIENCES WITH MLM'S**

- "I'm sorry to hear that. I'm curious. Would you mind sharing what your experiences have been with MLM's before?"
- "Have you ever gone to a restaurant and had a bad meal? Did you decide not to go to restaurants anymore because of it?"
- "Have you ever been on a bad date? Did you decide that dating wasn't for you?"
- The two above gets them to loosen up. "You never know unless you give it a try. You've never done Network Marketing with me. Why don't you give it a shot."
- This is your time to turn around their negative perception of MLM's. They will be assessing what you know and testing your skills. You got this!
- [Is this (xx-company)? Is this MLM?] "What is (XX)? What does MLM mean to you?" You'll have a better idea of why they ask.
- There are many reasons for the bad experience. "There are folks who have given MLM a bad name. What is the nature of your bad experience?"

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

- "I felt the same way when I got started. I was working full-time and working this business part-time."
- Make their objection their reason: "If you keep doing what you're currently doing, do you think that over the next five years, you'll have more or less time? With Network Marketing, you can leverage your time through the efforts of others."
- "Would you be willing to make or trade time for something that can provide you income for life?"
- Empathize and ask questions. What is it that doesn't allow them time? Do they have a plan to change their situation?  
To have free time to themselves? How does that make you feel?
- "Do you want to continue spending all your time building someone else's dreams, or is it time you devoted your precious time towards building your own dreams?"
- "How much extra time do you currently have in a week?"
- "I felt the same way when I got started. A lot of people maximize any spare time in their day to start to design a professional life that will impact the rest of their life."

- Ask questions to identify how the business can fit in to what they're currently doing.
- "Aside from the time, do you see an opportunity here?"
- "It's not a big time commitment to start. Can you spare 3-4 hours a week to start to build your financial freedom?"
- "If I can show you a way to get some of your time back by leveraging the efforts of others, would you be willing to carve out 7-10 hours a week toward this goal?"
- Bring it up before they do. "A little bit of time each day can actually help you create time freedom to do the things you want and maybe achieve financial freedom."
- Show your prospects that it doesn't take a lot of time by using your call or presentation as an example that it only takes a few minutes of their time.

#### **#5: I DON'T HAVE THE MONEY TO GET STARTED**

- "I can appreciate that money is tight because of the economy. All the more reason to join us!"
- "If I could teach you a simple way to make the money back with our bonuses during your first month, would you be interested?"
- Delve deeper. "Is money REALLY the issue? Or is that your polite way of saying 'No?' ... Do you really want to do this?"
- "If you did have the money, what would that money do for you?" (Spend more time with family, quit job...)
- "How does it make you feel to know you have the opportunity to change your life, but don't have the money to get started?"
- "If I could show you how to make an extra \$5,000 a month for you and your family, how soon could you come up with the money to get started?" (Then be quiet)
- "Let's get you started and get you out of financial jail."
- "If this is an opportunity that could change your future, could you find a way to come up with the money?"
- Tell a story, ask a question. "I get it, at the end of the month, I had too much money. It's a struggle to pay the bills nowadays. I realized, looking at my life, if I didn't change, I was going to look at the next five years like I look at the last five years... I found a way. I realized it wasn't about the money. It was about my belief."

So let me ask you a question. If you could change your life, could you come up with the money?"

- Do a pre-emptive strike. Ask them first: "How much money do you have set aside to start a/your business?" Whatever the business, there are start up costs. And what they have set aside will most likely cover the cost to start in your business.
- After they decide to join: "Do you have the money ready, or do you have to raise it?" It lets you know they have to raise the money and it lets them know it's okay if they have to raise the money

### **#6: ONLY PEOPLE AT THE TOP MAKE MONEY**

- "The people at the top started just like you right now. But they took a chance, learned to become experts, and are now helping others on their team become successful."
- "The revenue in Network Marketing is \$183B a year. 40% of that is being paid out in commissions, Or \$72.8B, or \$200M daily. Around 500 people earn \$1M/year. Rounded up to \$2M, it's still only 1.4% of \$72.8B. That leaves a lot of money for everyone else." You may not want to state all the stats but you might ask if they're open to see the full picture of the profession.
- "You could go to a company's earning disclosure. Typically, 1% do very, very well. Around 10% earn extra money, like getting their products paid for, maybe a couple thousand a month. About 90% of distributors in any given company are simply just customers who enjoy the product. They enjoy the discount that Network Marketing provides."
- "You have an opportunity to make even more than the people at the top of our company."

### **#7: I ALREADY HAVE A GOOD JOB**

- "At your current job, do you get paid for recommending products or services, like referring a good restaurant or movie?"
- "Do you have a college fund for your kids and a secure retirement? If I could show you a way to get that while keeping your job for now, would you like to find out more?"
- "You never know what can happen in today's economy. Would you be interested in exploring a Plan B?"

- "There are a lot of professionals such as doctors and lawyers who are in Network Marketing in addition to their practices. Would you like to find out why they are leveraging this business for their future?"
- "Is there anything in your current job you'd like to change?"
- "How often do you get increases in pay? What is the average increase each year? Do you feel you are limited by the amount of income you can earn?"

### **#8: HOW MUCH MONEY ARE YOU MAKING?**

- "What I make now is just a stepping stone to what I am going to be making in the future. As I build my business, the possibilities are limitless."
- "My goal is to be earning 7-figures within two years by growing my business at the accelerated pace I'm expanding today."
- If you're making a good income in your business, feel free to share it with them.
- "The question you should be asking is what I do. If you're not going to do what I do to earn what I earn, then what I make doesn't matter."
- "I don't know. I'm not finished earning it yet."
- If you're new or restarting, be real and authentic. This is the person you're potentially going to be working with for a long time. White lies will bite you. Be honest and candid.
- Share a good third party story until you have your own, e.g., your upline. Focus shifts to your mentors.
- "It sounds like you're interested in the money part of what you just saw. Am I right on that? About how much extra would you like to make on a monthly basis?"

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

- "It's important that you experience the benefits. What if I drop off/send some samples, so you can see why I am so passionate about what I do. And then let me know what you think."
- "A start-up package is a great way to sample all of our products. That way, you can learn as you earn. And we have a resource center so you can find out what's in the products and the benefits, and also get compelling testimonials that you can use."

- "Our company has had a proven track record for (X) years. When you purchase our products as a consultant, you'll receive below wholesale pricing. You can sample them while you earn."
- Find out their needs and offer some sample products. Let them know you'll follow up with them.
- Have them join you as a customer and be your product ambassador.

### **#10: I'M NOT THAT TYPE OF PERSON/NOT CUT OUT FOR THIS...**

- "I'm curious. What do you consider a Network Marketing type?"
- "Have you had experiences in the past that have stopped you from moving ahead in Network Marketing?"
- "Are you into building relationships with people and educating them on how to improve their lives? If so, then Network Marketing is just for you."
- "Maybe you're right." Their mind goes to: He's not trying to sell me. So their guard goes down.
- "What makes you think you're not cut out for it?" And you get them to sell YOU on why they're not cut out. Then, "Why do you think you CAN do it?" Then they start selling you on why they could. "Sounds like you're ready to get going."

### **#11: I'M NOT A SALESPERSON**

- "Great. This isn't about sales. It's about sharing incredible products and an opportunity to change the quality of your life and those you love."
- "You're going to refer someone to look at something, like a movie or restaurant. Have you ever gotten paid for recommending a movie?"
- "Just starting out, just refer the people you want to help to me, and I'll take it from there."
- "If I could show you that this is more about education and bringing value to peoples' lives, and not selling, would you want to learn more?"
- "You don't need sales skills. You can use the skills you already have. Do you recommend products, movies, food to other people? You're already doing it in your life."
- "This business is not about selling... it's about sharing."

- "We're always selling, whether it's a kid wanting that pair of shoes or you wanting a new outfit or trying a new restaurant."
- "What we do is duplicatable, so you don't have to make stuff up on the fly. We have scripts and a system so all you have to do is share your passion about the business and how the opportunity has changed your life."
- "Do you think you can invite a friend for coffee? If you can invite a friend to coffee, you can be successful here." And you can always turn it over to your upline to do the talking.
- "I'm not a salesperson either. All I do is share a short video with people and I let them make a decision on whether it's a good fit or not. Does this sound like something you can do?"
- "This isn't about selling someone a product. It's about persuading someone they can do it."
- "The key factor is whether you're coachable. If you are, we can work with you and show you step-by-step how to do this business."

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

- "I don't want that for you, either. I use the referral approach to ask who they know who could benefit from these products/services or opportunity."
- "Do you know anyone who needs (to improve their health, extra income for their family, etc.) that you could help with this product or opportunity?"
- "If I could show you a way that would help them improve the quality of their lives that they would embrace, would you like to hear more?"
- "If I could show you a way to grow your business without having to approach your friends and family, would you be interested? After they see your success, they'll come to you!"
- You're sharing something they need, so it's not bugging them; it's helping them. It's our job to share. It's their job to decide.
- "You don't have to approach your family and friends to grow your business. Focus on customers and let your products and/or services build your business for you!"



### **#13: I DON'T KNOW ANYONE**

- Share a story about how you started, or you know someone on your team who just moved to the area and didn't know anyone.
- "The world is changing. You could build a group of followers and fans through social media, without knowing them personally at first."
- "Through our profession and the team of tens of thousands in our company, you can expand your network, meet new customers and consultants, and make new friends!"
- "What's great about this business is, it's not about who you know. It's about the great people you'll meet. We'll provide the tools to help you reach out to people you don't even know."
- "Let's sit down together and write down the names of the people you interact with whether it be at work, in the community, or even the gym!"
- "This business was an amazing way to meet new people. Not only did my business grow, but my social circle grew."

#### Start Asking Questions:

- How many Facebook friends do you have?
- Who do you know that's dissatisfied?
- How many people do you know that could use this product or service?
- How many people do you know that are entrepreneurially minded?
- How many people do you know that are absolutely sick of their job and looking for something else?
- How many people do you know that want to put their kids in a better school but can't right now because they're limited?

### **#14: WILL IT WORK FOR ME?**

- "What if it works the same way it worked for me (or a top earner)? Are you open to trying it for a month to see if you get the same results?"
- "Would you be interested in checking out our product first? See what results you get, and we can talk about the opportunity afterwards."
- "How do you feel it will work for you?"
- [I don't like to talk to people.] "Do you like to talk to people about something you are passionate about or you know a lot about?"
- "Why do you ask?"

- "That's a great question. It's really up to you."
- "I can guide you through what has worked for the successful people in our company and in the business. Are you open to a new opportunity that will help you grow and meet some amazing people?"
- "It can absolutely work for you. We have a system that has worked for thousands of people in our company, and I'd love to show you how it works so you can start building your business right away."

Some Questions to Ask:

- Are you willing to face your fear?
- Are you willing to get outside of your comfort zone?
- Are you dissatisfied to the point that you're willing to do something different than maybe you've done to this point?
- Are you open-minded to learning some new skills?

### **#15: I DON'T LIKE REJECTION**

- "A key reason people fear rejection is because they don't have anyone in the pipeline. The solution is to set up multiple appointments after this one. This will take away the fear of speaking, asking, closing."
- "Rejection is a part of the process of becoming successful. Every successful person had to go through the no's to get to the yes's."
- "It's a choice whether you let rejection impact you negatively or not."
- "People are really saying "no" to themselves, not to you. I just remind myself not to take it personally and let it go."
- "You have to be willing to just suck it up and go through the numbers. Think of it like your saying "no" to dessert at a restaurant."
- "Top earners in Network Marketing have learned to have zero emotional attachment to rejection. The more 'no's,' the more successful you can be. Embrace rejection!"

### **#16: I DON'T KNOW ANYTHING ABOUT THIS BUSINESS**

- "I work from home for an international company. And I train others to do this too. Does this sound appealing to you?"
- "All you need to know is that I'm here to guide you and the company has training and duplicatable systems in place, so everything is already set up for you."
- "You can be your own boss and never have to worry about job security."
- "Network Marketing is about solving peoples' problems and helping them."
- "It takes very little up-front cash, has low overhead, and you can do it part-time. And when it is up and running, you can generate enough income to do it full-time."
- "Everyone has a fair chance, no matter what your background is. It doesn't matter if you have no experience. Anyone can come into the industry and make as much money as you want to. But it's not really about the money. It's about what the money can do for yourself and your family and who you become along the way."

### **#17: IT SOUNDS TOO GOOD TO BE TRUE**

- "I know it might sound too good to be true. Network Marketing is not a get rich scheme with money falling out of the sky. This is a legitimate business that you can build over time."
- You need to speak the truth to the person you're speaking to, and operate from a place of power vs. fear.
- "This business is simple, not easy."
- "Well, (name), would you rather be part of a deal that sounds true, but sucks?" (smile)
- "I personally like being a part of a deal that sounds too good to be true, rather than being trapped in a cubicle my entire life."
- Be honest with them. "It's not too good to be true because a lot of people will tell you it's too good to be true. And it's not too good to be true because everyone thinks it's too good to be true. Make sense? Are you ready to get started?"
- In many cases, they're just testing you to see how good you are.

## **#18: I NEED TO THINK ABOUT IT**

- "I've heard that quite a bit. Is there anything specific that you have to think about or think over a little more?"
- When people want to think about it or do research, it's usually because they have questions or don't quite understand. "What do you want to do more research on? Are there questions I can answer?"
- I needed those tools for a job (e.g., had money to buy tools). "Do you need these tools for a better life?"
- "On a scale of 1-10, what would you say your interest is in this opportunity? (If not a 10...) What would make it a 10 for you?"
- "Do you really want to do this?" If yes, then... "Do you want to make a little money or a lot of money?" If a lot, then... "Then why don't you go ahead and get started. I know you want to think about it. The sooner you start, the sooner you'll be to making the money you desire."
- "If you get started, you can share your story about how you wanted to think about it at first. And then share your success because you took action and made the decision."
- "Would you say that your current life situation is based on decisions you made several years ago? Would you agree that the decisions you make now will impact your life several years from now?"
- The person who says this has probably been thinking about it for awhile... about being financially free, having flexibility of time, or being home more with the family. They're using this as an excuse for putting off the change in their life for whatever reason.
- "What could change in your mind between today and tomorrow?"
- "Is there additional information about the company you're going to need?"
- "Do you need to check your funds in your bank account?"
- "Where will you be doing your research about my company?" [Google] "As you know, anyone can post anything on Google. If you're going to go to Google to find out about our company, then maybe this isn't right for you."  
(The gutsy approach)

### **#19: I NEED TO CHECK WITH MY SPOUSE FIRST**

- "Of course. Let's all meet for coffee, because this benefits both of you and your family. Let me show your spouse how you can both reach the life and financial dreams you desire."
- Bad-as-approach: "What, you have to get permission or do you just have to move forward?"
- "Are you going for support or permission to get started?" This can help isolate the objection.
- Isolate the objection. "If your spouse were here, would you be ready to move forward?" [No, it's really about the money, time, etc.] Then you can address the real reason for not getting started.
- "I understand. Obviously you want to talk with your spouse. When can we set up a time for me to share this opportunity with your spouse?" Suggest a time. They will see it for what it is vs. relying on the client to convey it.
- "Let me give you something to show your spouse. My suggestion is you show this to them, and you be quiet... show them this video. Show them the product. Show them the brochure. And then stay out of the way."

### **#20: I NEED TO PRAY ON IT**

- "How often do you pray?" [All the time] "Haven't you been praying for an increase in income? Abundance? This is the opportunity you have been praying for."
- Share a story: The guy on the roof during Hurricane Katrina. Prayed for God to save him. A boat and helicopter come by to save him, but he says God is going to save him. He ends up drowning and when he talks to God and asks why He didn't save the man, God says, "I tried. I sent a boat and a helicopter."
- "Maybe today you and I should entrust in the good Lord's gifts to which He so kindly gave to us: competence, intelligence, and the ability to make sound decisions."
- "What is it about this that's causing you to seek guidance?"
- "I appreciate you sharing that with me. It know it's important to you. Here are some things you'll want to pray about (xx). I'm confident you will get the answer that is best for you."

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

- "As an entrepreneur and business owner, this is an important question and you should do your due diligence before making a decision." You can share some facts like the company's track record, its' leadership and reputation, but invite them to do research themselves.
- "This is an important question. Our company is built on a solid foundation with a proven, sustainable business model. People love and are committed to our product so they are committed to the growth of the company."
- "There certainly are people out there who take advantage of our industry. You can do some research to confirm that we have a viable compensation plan. Our product solves a need for consumers and provides real value, savings or transforms in some way. Research the background on the leadership of our company. Go to Social Media and see how our reps are 'behaving' online. Find out what our customers are saying about our product. It's important to evaluate the company you're going to join."