

HANDLING OBJECTIONS . . . ADDRESSING CONCERNS

Questions (or concerns) during your Isagenix® presentation or even while just talking to a prospect are a positive sign. It shows that they are listening and even more importantly thinking about what you are saying.

At some point however, it is almost certain that your prospect will voice questions or objections based not on facts, but on FEELINGS. These may be feelings about themselves, the industry, or simply about starting something new (change).

If your prospect is genuinely interested, then what you are really being asked is to help them solve a problem. The first step in solving any problem is to be certain that you are solving the right problem. Clarify first. Make sure you understand the concern or the question.

Restate your prospect's objection as a question. This is a great strategy that can get you out of "defending" a negative ~ and get you into being a "problem-solver" instead.

A tried and proven method for dealing with your prospect's concerns is FEEL, FELT, FOUND.

This system involves three simple steps:

1. **FEEL:** I understand how you FEEL . . .

You are acknowledging the concern

2. **FELT:** I have (others have) FELT the same way . . .

You are pointing out why that is a valid concern

3. **FOUND:** What I FOUND (others found) was . . .

You are defusing the concern and providing a reason without telling the prospect they are wrong or being defensive.

The key to using this technique successfully is sincerity. If you have a personal experience that you can share with this approach ~ you are well on your way to solving your prospect's problem. This also begins building a relationship with them ~ showing them you care ~ which is a key element of success in Network Marketing (and in Life).

Your prospect's concerns will often fall into one of four categories:

1. "I don't have the time."

Response: *I understand how you might FEEL that you don't have time to start your own business. Our lives are so busy these days. I FELT the same way when I first thought about it, however, I FOUND that with all the great training materials and team support to help me get organized ~ I could find a few hours to take some easy first steps.*

You might also want to mention that success in Network Marketing puts you in control of your time. A small investment of your time now will pay off in a lifetime of freedom.

2. “I don’t have the money.”

Response: *I understand how you FEEL. In fact, I FELT much the same way in the beginning ~ that the initial investment was difficult to find. Then I FOUND that with Isagenix® ~ you’re not putting out money for a gadget you’ll never use ~ or an inventory of products you have to sell. Instead you are redirecting a small portion of your grocery spending into a month’s supply of highly nutritious food ~ superfood that will give you immediate results in increased energy and vibrant health . . . and weight loss as a side benefit !*

In order to build any business you must make an investment. The Isagenix® investment is in yourself. You use the product and create your own story about the great results and benefits you feel. Then you use that story to build your team.

3. “I don’t know enough people.”

Response: *I understand how you FEEL. Many people FELT that they needed to have a ton of friends to sell to. What they FOUND is that it’s not how many people you know. What counts more is finding the right kind of people who are interested in making a change to improve their health ~ or their wealth ~ or both.*

In Isagenix® ~ we work as a Team to learn and build the skills we need to find the right people to invite into our Network.

4. “I don’t like sales.”

Response: *I understand how you FEEL. Most of the people I talk to FELT like you do at first. However ~ what I have FOUND is that when you use the product yourself ~ get great results and develop your own story ~ it becomes almost an obligation to share that valuable information with others. So let’s get you comfortable with the product.*

Professional Networkers do not see themselves as salespeople. They build relationships. They develop people. They enable people to grow profitable businesses ~ and along the way they share a product they believe in.

Relationship-selling is much like sharing information about a good movie or restaurant. Of course, Networkers sometimes fall into the trap of being pushy, overbearing sales people, and when they do, the encounter is not usually productive.

The true art of sales is one person providing another with something of value that they desire.

If you truly enjoy networking and talking with people ~ you will be open to addressing their concerns. Again, objections are good. They show that people are interested and listening and that the dialogue is moving forward. Have fun. Treat everyone with respect ~ and you’ll receive respect in return.