

# Overcoming Objections

An objection is simply a request for more information. It means that the client is interested and we should welcome objections. I have found that usually you will hear two objections before you actually get to the *real* objection.

A “no” means **maybe** and a **maybe** means **yes**. We are born with only two fears and that is the fear of falling and the fear of noises. We develop all of the other fears as we grow up. If you look at children, they have very little fear of activities in life (and that is why we teach them not to run in the street, etc.) but look at adults and they have developed fears of all sorts of things.

When you are overcoming an objection, remember to mirror the person...i.e. if she talks fast, you talk fast, if she talks slow and low, you do the same. The steps in overcoming objections are:

1. **Listen** (always look at her right eye at all times)
2. **Acknowledge** what she said (just means to repeat back to her what she said-nodding)
3. **Empathize** (use the word **feel**... i.e. I know how you feel)
4. **Overcome** (use the word **felt**...i.e. because I or someone else **felt** the same way too)
5. **Solution** (use the word **found**...i.e. but I **found** .....
6. **Choice** (give her a choice of only two things ..i.e. which would be better for you? To order your showcase with a credit card or use a check?) If it is a selling objection however, give three choices)
7. **Silence** (After giving a choice, sit there and just look into her right eye...she will not sit longer than 30 seconds. You must keep quiet though because the ball has been hit into her court and you must allow her the opportunity to hit it back into your court with another objection)

Practice these techniques on the following objections. You will find this is pretty much what you will hear over and over, but in different words saying the same objections:

## **Booking Objections:**

1. I don't have the time.
2. I don't know who to invite or don't know anyone.
3. Everyone I know has already tried Mary Kay.
4. I don't wear makeup.
5. I don't do parties or my husband won't let me have parties.

## **Selling Objections:**

1. Can't afford it. (If they say this objection then they want it!!! However, if they tell you it is too expensive...then you have to look at your presentation because you aren't selling them on the features and benefits!)
2. Just bought a supply of brand x.
3. Have to ask my husband before I can buy it.

## **Recruiting Objections:**

1. Not the sales type.
2. Don't have the time.
3. Wait until ... the kids are in school, or after the holiday etc.
4. Don't have the money.