

HANDLING BUSINESS OBJECTIONS

PROSPECT: **"I don't think I could sell these products." Actual concern: "I don't know anything about nutrition or personal care."**

YOU: "I know how you feel. I felt like that myself. But then I found that you don't need to take the technical approach. Just tell people how you feel about the products from your own personal experience. In fact, let me tell you about..." (Tell your story or a borrowed story.)

PROSPECT: **"With my limited knowledge and experience, I'd feel uncomfortable trying to sell these products to others."**

YOU: "With your great personality I'm sure you'd have no trouble talking to people. This would really work for you!"

PROSPECT: **"I've never sold anything to anyone before."**

YOU: "Neither did I when I started. Most of us haven't had any prior sales experience."

PROSPECT: **"I'm afraid I would fail at this."**

YOU: "Just talk to people honestly, like telling a friend about a good movie or recommending a restaurant. Do you see how easy this can be?"

PROSPECT: **"I don't know enough people to talk to about this."**

YOU: "Several of my friends in this business started just the same way. Just talk to the people you know and the word spreads like wildfire."

PROSPECT: **"Will this work for me with few contacts?"**

YOU: "You meet new people every day without trying. You can build this business with just one new contact every day. That's 300-plus in one year alone. Add the power of duplication and you can see how this business can explode."

