

## Module 14

## Overcoming Objections

### Meaningful Specifics contained in the *Overcoming Objections* video.

- Your prospects may have questions and objections.
- Allow your prospect to express their opinions.
- Try to understand their experience.
- Seek meaningful conversations, not arguments.
- Listen first, never argue, and develop a positive relationship.
- Seek to understand their experience with any former business.
- No one is right or wrong in their opinion.
- Use the “feel, felt, found” Method.
  - “I know how you feel”.
  - “I felt the same way”.
  - “Until I found...”.

### Worksheet

There are times when your prospect may have questions or concerns. Don't worry or panic. It's natural for your prospects to ask questions and express their concerns based on past experiences or what they've heard from others. It's important for you to understand where their questions and concerns come from. Ask your prospect about their experience which caused the concern or objection. This will allow you to empathize and/or sympathize with them, which will then lead to a conversation as opposed to an argument.

### Feel. Felt. Found. Method

The Feel. Felt. Found. Method allows you to effectively demonstrate empathy and/or sympathy to how your prospect thinks, feels and what he or she has experienced. Follow this up with what your experience has been with Max.

Here's an example:

When someone says to you that they dislike networking, multi-level marketing, or the business model itself. Do not react negatively and never argue. Suggested dialog for when you hear, “Is this networking?”

- “Have you done networking before?”

Listen and let them talk until you hear their complete experience. Then say:

“I am so sorry you had to experience that. I know how you feel. I felt very similar to you. I had a really bad experience with another network marketing company and thought I'd never join another until I found Max. (tell your Personal Story).”

There might be times where you do not know the answer to their question or concern, in these situations you are always best served to say you don't know, but that you are happy to get them in contact with someone who does know. At that point set up a 3-Way Call or share another tool that provides answers to their questions and/or concerns.

**Tips for success:**

- Allow your prospect to share their experiences and opinions.
- Use the Feel. Felt. Found. Method.
- Use portions of your Personal Story to help resolve concerns.
- Share another resource to help resolve their concerns or if they ask for more information.
- Practice with your mentor to overcome objections.
- Always focus on your prospect's needs.