

Handling Objections and Dealing With People

*This outline is designed to be used with the R3Global
Audio Training Series www.R3Global.com*

Handling objections revolves around understanding two things.

One – You need to know how to deal with people.

Two – Never take objections as rejection

Dealing With People

1. **TO DO** - Always work to maintain or increase someone's _____.
2. **UNDERSTAND** - People do not operate from the truth, they operate from their _____ of the truth.
3. **TO DO** - Maintain a positive and effective _____. Your attitude is a tool; ask yourself if it is working for you or against you. Smile.
4. **UNDERSTAND** – You must understand you're _____ in a relationship with the person you are talking to.

Sponsor: Someone who takes on responsibility for another – *a lifetime endeavor.*

Enroller: Someone who places someone – *a onetime action.*

Handling Objections

Objections are not **REJECTION**, they are someone's stated perception of the truth.

When you handle any objection you do it in one or two ways,

1. _____

or you

2. _____

_____ is like playing defense and usually causes us to feel negative.

If you _____ properly, then it is playing offense--you will feel more positive.

What you want to happen is to become so comfortable with the process that it becomes _____, like blinking or breathing--you don't even think about it.

If you learn to **Respond**, you will stay in control

But...

If you only **React**, you are being controlled

You have to learn three steps or phases to handling objections.

1 _____

2 _____

3 _____

Step 1

Always validate the objection

Remember, maintain and increase your prospect's self-esteem.

After you have heard their objection, you validate it by saying something like:

I appreciate you sharing that with me.

Or

I appreciate you letting me know that up front.

Step 2

Neutralize the objection

When you neutralize the objection, it does two things:

One, it prevents it from coming up again

Two, it gives the person room and does not make either of you feel like you are in a debate.

Many times this is done with some type of question...

How do you feel about that?

Or

What if this is something you would be interested in and you did not take a look at it?

Or

If I did not have the information I do I would feel the same way you do.

Step 3

Move forward

One of the all time best move-forward statements I have ever heard is this:

Well that is exactly why you should take a look at this company.

This works on any objection.

Let's put all of this together.

In these examples, we are going to stay very basic and not go too far too fast. Right now, what I want you to get from this training is the structure and the process--the mechanics.

6 Of the most common objections

While you could **validate**, **neutralize** and **move forward** with a great deal of success using the information you have learned so far, let's talk about a few things that are a bit more objection-specific.

1. I am too busy – No Time

Validate *I appreciate you letting me know that up front.*

Neutralize *How do you feel about that?*
{Prospect Answers}

Move Forward *Well that is exactly why you should take a look at this company.*

2. I am really not that interested – No Interest

Validate *I appreciate you sharing that with me.*

Neutralize *If I did not have the information I do, I would feel the same way. What if this is something you would be interested in and you did not take a look at it?*
{Prospect Answers}

Move Forward *Well that is exactly why you should take a look at this company.*

3. I don't have any money – No Money

Validate *I appreciate you sharing that with me.*

Neutralize *How do you feel about that?*
{Prospect Answers}
Option – How long have you been in the work force? 20 Years – Do you feel like what you are doing is working for you?

Move Forward *Well that is exactly why you should take a look at this company.*

4. It doesn't work – No Success.

Validate *I appreciate you sharing that with me.*

Neutralize *How do you feel about that?*
{Prospect Answers}
Option – Jon what do you do? {Teacher}
Is there a right way to teach and a wrong way to teach? A right way to run a school and a wrong way?

Well there is a right way and a wrong way to run a network marketing business too and ...

Move Forward *Well that is exactly why you should take a look at this company.*

5. I don't think I can sell - Sales.

Validate *I appreciate you letting me know that up front.*

Neutralize *How do you feel about that?*
{Prospect Answers}
Option – Do you like helping people?

Move Forward *Well that is exactly why you should take a look at this company.*

6. It sounds like a pyramid.

Validate *I appreciate you sharing that with me.*

Neutralize *How do you feel about that?*
{Prospect Answers}
Optional – The federal government does not allow pyramids to operate, because they are illegal.

I probably thought some of the same things you do until I took the time to find out the difference.

Move Forward *Well that is exactly why you should take a look at this company.*

If you think about this information and start to practice it in your everyday life, it will become second nature.

Take advantage of everyday situations to roll play and practice with your kids, spouse or friends. The only way it will become second nature is if you practice, practice, practice.

Once you understand how to deal with people just a bit better, then it makes handling objections much easier. Your

confidence will increase followed by a more positive attitude and overall posture. Oddly enough it will seem as if you are receiving fewer objections.



To your success – Drink Life!

Tim Wilson