



HANDLING SPONSORING OBJECTIONS

How do objections make you feel? If you are going to become successful at sponsoring, you must look forward to objections. Objections are not a bad thing. They reveal what your prospects are thinking.

When you are confident and enthusiastic about your business, you will see objections as an invitation to talk more about your opportunity.

So let's review the most common objections when it comes to sponsoring.

1. I DON'T SEE MYSELF AS A SALESPERSON.

"That's good! I don't see you as a salesperson and that is why you would be so successful at this. You come across so genuine; and we are looking for people like you, not high-pressure salespeople. L'BRI is all about sharing, not selling.

OR: "I am so glad that you said that. I know exactly how you feel. I used to feel the same way, but what I found was that this is not at all like selling. This is all about sharing something that you found that you are excited about. Every woman today uses something to take care of her skin and she deserves to use the best — which is L'BRI! Wouldn't you agree?"

FEEL, FELT, FOUND to the rescue: Any time someone has an objection or concern that you also had when you first started as a Consultant, you can always respond with, "I know how you feel, I felt the same way, but what I found was...."

2. I'M TOO BUSY.

"With 2 kids and a part time job, you must be incredibly busy. I know how it feels; most everyone is busy these days. You will find though, as I did, that you can work your L'BRI business around your family and job. That is the beauty of being your own boss. I created a schedule so I could do one to two parties a week. Starting out small is fine. The extra money has made a huge difference to us."

Explain all the time-saving innovations L'BRI offers: "L'BRI ships orders directly to your customers so you don't have to spend any time making deliveries. You have your own website, so customers can place orders while you're sleeping! You can read and listen to training when it is convenient for you. There are so many ways L'BRI makes it easy for us to work our business around our busy life and the extra money makes a big difference!"

3. I DON'T HAVE THE MONEY TO BUY THE SHOWCASE.

"I understand. There are a few ways we can handle this. First of all, I want to help you so you never again have to say you don't have the money for something."

Give her some possible solutions:

- Host a show with the proceeds going toward the Showcase.
- Ask a family member to contribute toward the Showcase.
- Hold a garage or yard sale.
- Use the catalog to gather orders from family and friends.

Never allow the lack of money to be the reason for NOT making money.

4. LET ME THINK ABOUT IT.

“Of course, that would be smart. Let me ask you though, since there must be something that I did not answer for you, what is it that you feel you need to think more about?”

Probe a bit further to find out where she is getting stuck and hesitant. It might be that she doesn't have the money for the Showcase and she doesn't want to admit that money is an issue to get started. Or, perhaps she is wondering if she could be successful at something she hasn't tried before and she just needs additional reassurance. Keep asking questions.

If she is one of those people who just needs to “sleep on it” no matter what, give her 48 hours. You could say, “I find the best decisions are made within 48 hours. Today is Monday so let's talk on Wednesday to see how you would like to move forward.”

Suggest she do a “pro” and “con” balance sheet. Ask her to list (or do it with her) all the reasons L'BRI would be beneficial and the reasons why it might not be for her. Usually the “pro” side always has more reasons why she should become a Consultant than why she should not.

When you follow-up with her in 48 hours be sure to review her “pro” and “con” balance sheet with her. That way if there are any other objections, you can effectively respond to them.

5. I WANT TO TALK IT OVER WITH MY HUSBAND.

“Absolutely, I am sure you work together as a team. Tell me, how do you think he will respond when you tell him about L'BRI? Would he be supportive of you earning extra income to help the family budget?”

Listen closely to her response. If you sense her husband may not be that supportive continue with, “I would be happy to come over and answer any questions you both may have. How does that sound?”

6. IS THIS A PYRAMID SCHEME?

“Oh my goodness, no! Did you know that pyramid schemes are illegal? Let her answer and then proceed with: “What is your understanding of a pyramid scheme?”

Find out how she would describe it. People who usually ask this question simply do not understand the true elements of a direct selling business model. They are simply uninformed. After they tell you their perception of a pyramid scheme, explain what a pyramid scheme really is.

“With a pyramid scheme people contribute money hoping for a big payoff if they can convince others to contribute. There are no products involved, just exchanges of money. The big payoff comes if they can convince others to contribute money as well.

“With L’BRI we sell skin care products through what is called a Direct Selling business model, which eliminates the middleman and that money then goes to us, the Consultants. It is completely legal and it’s an amazing vehicle to help people start their own business, be their own boss and have a chance at financial freedom!”

7. I AM NEW TO THE AREA AND DON’T KNOW ANYONE.

“Oh, that’s not a problem at all. You know, through L’BRI, you will be able to meet people and make lots of new friends. We will show you exactly how you can meet new people, start building your own business and have fun doing it! How does that sound?”

Keep in mind that it is not the objection but the way you handle it that matters. Learn to expect — and love — objections and don’t be fearful of them. It is a natural part of the sponsoring process.

It is better to have a prospect who is communicating with you by giving you objections or concerns than someone who is not. An objection is simply a concern that comes up as they actually consider the business opportunity.

Remember that while you are interviewing your prospect, your prospect is also interviewing you. Some of her decision on joining your team will be based on how she judges your professionalism, confidence, knowledge and sincerity. Be generous with your belief in her, your confidence that she has the qualities to be success, and assure her that you will help her every step of the way.

NOTE: This is a summary of the sponsoring training that Linda presented at Leadership Insight, January 2015.