

## How To Handle Objections

What *excuses* do people give you for not joining EcoQuest? How do you feel when you get hit with them? Is your first instinct to run from them? Do you hope they don't even bring them up?

Unfortunately, most people would rather avoid them than to address them. Not wanting to bring up negatives, most people just ignore these things.

This attitude is responsible for cheating thousands and thousands of people out of the freedom and all the benefits EcoQuest offers. By NOT addressing a prospect's objections up front you lose your greatest leverage point for sponsoring new Dealers into your business!

By the time you have finish studing this you'll have a completely new attitude towards these excuses ...because you will use them to actually program your prospects into joining your team. The very things that most people do their best to avoid will be some of your most powerful ammuniton, to recruit more people into your team. In fact, you'll find yourself actually bragging about these things.

In our business, there are always common objections or concerns that people have (or excuses) to not take action on our offer.

If you take notice of them, you will find that the same excuses will always be the ones that come up again and again. Once you isolate what the standard ones are, you have the power and control in the sponsoring process.

Why is this? Well, do you think you have a "leg up" on your prospect if you know what they are going to say before they say it (or even think it for that matter)? You know exactly how to handle the excuses because you've been there before and your prospect has not.

**Before we address the standard objections about EcoQuest, you need to understand the psychology behind why people have the concerns to begin with.**

People resist making decisions because they are scared. Most people fear making the "wrong" decision. So they have a tendency to automatically gather reasons to say "no". It's easier to play it safe than to risk being wrong. As a result (especially when it comes to a business opportunity, most people will not evaluate our business (at least at first) with an open mind. But don't worry, because if you know what is going on in the mind of your prospect, you can turn it around to your ultimate advantage.

Here's a shocking fact: Although your prospect's first instinct is to look for all the reasons why they should not join your team, they desperately want to believe that EcoQuest is a real, legitimate way to escape all the financial pain they're experiencing. If you truly get this paradox you'll understand that every time a prospect offers you an excuse or objection what they are really saying is "please convince me that this is a sound decision. ..put my mind at ease, eliminate my fear of making a "bad" decision."

When you see your prospects' excuses for what they really are - a cry for help - it automatically allows you to be a consultant to your prospect, rather than an adversary. Your prospect is coming to you, as they would to a doctor, asking you to heal their financial woes. And, with every excuse you conquer, you are one step closer to having our prospect join your team.

It's just like walking up a flight of stairs. ..you've got to get on top of each individual step (handle each objection) to reach the top (when your prospect becomes a Dealer). So get excited when your prospect throws a bunch of excuses your way. ..they're making it easy for you to sign them up! ! !

Here is some excellent advice. Once you know the major concerns that most prospects will have about our industry and EcoQuest, you can build them into your standard presentation. By not waiting for your prospect to bring these things up and addressing them in your presentation, they become your ultimate “sponsoring-leverage.”

### **When you bring up these objections yourself, you get 3 major advantages:**

1. You put your prospect at ease. He/she begins to trust you more because they respect you for giving them an honest assessment, not just a sales job. They start to say things to themselves like “Wow, he's just like me.” and “How did he know I was thinking that?” and “He took the words right out of my mouth.” This is exactly the mindset you want in your prospect because it produces an atmosphere of trust and respect. ***People do business with those they know like & trust.***
2. When you bring these things up first, you can redirect your prospect's thought process about these objections. In other words, it does not matter that they have these objections. What does matter is what are they going to do in reaction to them. When you control the process of when your prospect thinks about a particular concern, you also can control HOW they think about it. In this way you actually program your prospect to think the way you want them to.
3. It “disarms” your prospect. You take the wind right out of their sails when you bring up their objections before they do. In other words, they can't use it against you if you bring it up first. If you address their excuses properly in your presentation, they will never be able to use them later as ammunition for not joining.

Using the scripts you have been provided will eliminate some objections before they ever come up, but what follows are the common ones.

Oh, by the way, you may want to have a poster by your phone and as you either think of or hear objections from prospects, promptly record them. The first time you hear an objection, your response to it may seem awkward at first. Don't worry. If you really don't know the answer, say, “I'll be happy to get the answer to that and get back to you.” There's absolutely nothing wrong with not knowing everything, particularly when you're new in EcoQuest. I'm not new and I don't know everything there is to know, but I do know how to find out. This is where upline support and company liaisons come in. By all means admit you don't know the answer, then do what's necessary to get it... so long as you think the question reasonable and the answer crucial to recruiting your prospect. By the way, make sure to ask the prospect whether he'll join if the answer to his question is satisfactory.

By knowing how and having fun with objections can help you succeed in EcoQuest. First you need to know that I approach from a business opportunity stand point. Consequently, we are basically trying to cause a person to see the value of coming into EcoQuest - part time and hopefully going full time in a year or so. You only have a short period of time to suggest to your prospect that they forget all their previous 30 to 60 years of erroneous programming and take a risk by going on an entrepreneurial quest. You can do it more effectively if you know how to handle objections.

Keep in mind that when someone puts up an objection to Network Marketing, many times there usually just responses that they have heard from other people. Also, understand people's fear of change. Keep in mind you are advocating a transition from traditional business to Network Marketing which implies drastically altering their entire career. That is a tremendous change and people fear change...perhaps more than anything in the world. Consequently, most of your objections are not a fear of our industry or our products and company, but ***a fear of change.***

## “TOP 13 OBJECTIONS”

*At first, that is what I thought, but this is what I found!*

### **Objection 1: I DON'T HAVE ANY MONEY.**

This of course is the most common objection you will hear. Lack of money. My response to this is: *“That’s the reason you need to be in EcoQuest in the first place - - to have more money!”*

But folks, keep this in mind. If someone isn’t willing to fork over at least \$50 to \$100 a month to build their Network, they won’t be successful - - and they’ll only drag you down with them. Unless the person is on welfare, or just lost their job, they have the money or can get the money. They just have to be convinced to spend it on their financial future instead of television. I know when I first started my EcoQuest business, I would “delay” paying my rent or phone bill in order to pay for my business expenses. Did I have tons of money to invest when I got started? Absolutely not! I was flat broke, but I was sharp enough to realize that’s precisely why I needed a residual income - - because nothing else I was doing was fulfilling my American Dream. And I was willing to make a few sacrifices around the house, shuffle my bills a bit, and go for it. *That’s the type of person you’re looking for!*

What I usually do when someone says they don’t have the money to invest I just give them the facts. Let them know what is cost to get started. Estimate what the minimum amount of money they’d have to spend in order to recruit one person each month. If you're doing local recruiting that’s easy - - the only cost is their time. If you’re doing national recruiting you need to come up with the cost of ads, mailings, postage and phone calls. I’ve found that the average cost to recruit a new person is around \$50 to \$75 each. This means if I spend \$150 to \$200 a month in advertising or mailing, I should recruit two to three people each month.

I usually respond by saying, *“Bill, the monthly commitment from you is mostly your time. If you can commit to 8 to 12 hours per week you can become successful in EcoQuest. If you know of anyone locally who would be willing to make a few extra thousand dollars a month you could sign them up with no out-of-pocket costs just by making a local phone calls from your List of 100. We even have the scripts so you will know what to say when you call. But, if you want to advertise nationally or do mailings, you’ll need to invest at least \$100 a month, maybe more in order to start making money in a few months.”* The point is unless your prospect knows how much they are required to spend each month in order to be successful how in the world can they tell you they don’t have the money?

Aren’t they making a decision about money without knowing how much is required in order to make EcoQuest work? You’ll find this objection really isn’t an objection at all. It’s just used to scare off the average EcoQuester. People use it all the time in place of the truth. Maybe they just dropped out of a program last month and their spouse won’t let them invest again. Or, maybe they haven’t read your material or watched the DVD and are blowing you off because they are having a bad day. Or worse yet, they have watched the DVD and they don’t understand our program. And remember what happens when people are confused? They do nothing!! Keep in mind that EcoQuest actually isn’t a cost, but an investment. Show him what benefits he will get from EcoQuest he can’t get else where? This is a crucial objection so drive the EcoQuest benefits home.

Make sure your prospect knows we are not asking for a \$30,000 or \$50,000 investment to get involved.

Look at it this way, better yet, ask them this. *“If I had new \$60,000 Mercedes sitting out there that I could sell to you for \$2500, do you think you could raise the money by the end of the day for that \$60,000 Mercedes? They always say yes! And I say, “Great, go there and get your money because we are not talking about a \$2500 one time Mercedes sale, we are talking about a \$60,000 per month income for life. If you can raise \$2500 to buy that \$60,000 Mercedes, go there and get your money.”*

Supplemental Objection to: “How much does it cost?” Best answer is: “ Mr. Jones, when you walk out of here today, If you are not absolutely positive that in one year you will be making \$10,000 per month, it doesn't cost you a penny!”

You see , there is no objection after that, that can surface. The point is this, unless they are convinced that they are going to into financial security and absolute time freedom, there is no investment in the EcoQuest opportunity and why would anyone be objectionable to getting into something that was going to give them total freedom. If your prospect really feels like he can get total freedom and get out of the rat race they would spend any amount.

(What they really mean: “Please justify why it's vital I do what ever it takes to find the money.”)

Even someone working for \$5.00 an hour can find \$49 to several hundred dollars a month to build their business. ...IF ...they want to! And they will want to if you convince them that their desire for financial freedom is much greater than their need for HBO & cable.

The best way to build this into your presentation is to use yourself as the example. Put it on yourself and you can tell your prospect anything without upsetting them .... including that he or she is an idiot if they don't join your team.

Let the prospect inside your head to see the thought process you went through when you struggled with this same question.

In your presentation you could say something like: *“Money was a problem for me when I started, but that made my determination to find it even stronger. I decided if I didn't do something now about my financial condition it was only gonna get worse. I mean if I couldn't find an extra hundred bucks to put towards living my dreams then what would the financial condition of my life look like 5 years from now? I don't mind telling you, THIS SCARED ME TO DEATH. So I borrowed the money I needed to get in and place my first order.*

*I was determined to turn my money situation around, so I canceled cable and was even willing to delay paying my rent or phone bill if it would help me build my business. I may not be the most intelligent person in the world, but I was sharp enough to realize I needed a residual income and my current 60 hour a week job wasn't going to provide me the windfall I had always dreamed of. That's why I made a few sacrifices in the beginning... did what I had to do..”*

Get the idea? Do you see how you have the opportunity to actually program your prospect's thoughts without direct confrontation? Let your mind go free with this and before you know it you'll have a powerful way to program your prospects that's customized to your personality.

One more thing about the money excuse. Buying some product is a cost but putting money into a business is an investment in your financial future. If the money being spent is looked upon as an investment, it's a whole other ball game.

What I mean is, that if you had a way to magically transform fifty dollar bills into hundred dollar bills ...and all your prospect had to do was find all the fifty dollar bills he/she could find and you would instantly double their money. Would they find a ton of them even if they were flat busted? Of course they would. Therefore if you find that you are constantly hearing the money excuse, you are probably not creating enough value in your presentation for them to see they've got to do what ever it takes to find the money to join.

### **Objection 2: I DON'T HAVE ANY TIME.**

When someone gives me this excuse I know two things right off the bat. 1) They truly missed the concept of time compounding and delayed gratification. Or, 2) they're just throwing out an excuse to cover up the real reason of not joining. What do you say to this objection? Clearly, you ask if they understand how time compounding works and how, after a few short months, they'll have others in their downline duplicating their efforts (Leverage). If they don't, go ahead and explain it carefully to them again. If they do understand this concept then time isn't their objection at all. Ask them if there is any other reason they're not interested. They may go ahead and tell you at that time. But, remember, it's your job to inform your prospect properly. You do that by asking and probing. Learn to listen to what they are saying. Always ask if they have any other questions or concerns. It's like peeling an onion. You may have to "peel away" the top few layers in order to get down to the "good stuff". Not every one of your prospects is going to say, "sign me up!" What you must do is become a master of asking and listening. Then you'll find out the true objection.

Here is a great answer. "I understand Jack, that's why I called you ! If your life was working, if you weren't on a one way collision course with a stress induced heart attack, I wouldn't be talking to you. The reason I want to show you this is because *you have too many irons in the fire*. Your life is a mess and the reason your life is a mess is because you have too many irons in the fire—that is why I called."

(What they really mean: "Please show me why this is worth more for me to do, instead of the other things I've got on my plate.")

Here again, the easiest way to deal with this mindset is to cover it in your presentation. Make sure you have an example of the power of leverage built in to your presentation. You could show them how duplication works in a story, do it by drawing circles, and show them in a money or time example. (This is the way I do it – with time leverage.)

### **Objection 3: I'M NOT VERY GOOD ON THE PHONE**

Who is, at first? I know I wasn't. Phone skills are a learned habit. You get good on the phone only after making mistakes and believe me, I've made more than my share. If you aren't willing to get on the phone, work through and control your fear, you'll severely limit your ability to earn big money in EcoQuest. I always tell my prospects this. *"I know what you mean, I felt that way when I first got started. To be completely honest with you Jim, I was scared to death. But, what I found out was the people I was calling were equally as scared as I was. And with a little effort and training from my upline I learned how to take control of a conversation and determine if the person on the other end was really a prospect for EcoQuest. In other words, I learned how to filter out the tirekickers with a phone call. "What I'd be willing to do Jim, if you're really serious about making some serious money in EcoQuest, is to do 3-way calling with you the first couple of weeks so you can hear first-hand how to call people"*.

This really works. Don't offer it though unless you are prepared to do 3-way calling with your prospects. If they still aren't interested even though you've offered to help them, then they're really not a prospect at this time. Try to get them to sign up and buy a machine and let them know about our local prospecting techniques and the Ten Step DVD program. I'd guess that 99% of all EcoQuesters hate the telephone. That is one reason why so many fall so easily into the "recruit-by-mail" trap. Use a tele-marketing script (Phone work is not nearly as difficult if you know what you are going to say!) Use upline 3-way calls! Remember, dealing with your prospects' fear of the phone will improve your recruiting dramatically.

**Objection 4: YOUR AIR PURIFIERS ARE TOO EXPENSIVE.**

*Well first of all our products are not too expensive. Our Fresh Air retails everyday for \$750. (In some states, way more than \$750.) Over 5,000,000 of our machines have been sold over the last 10 years so I imagine another 6 will sell ... (sometime in the next couple hours). There are thousands of testimonies saying just how **valuable** our products are!! Our machines WORK and you can't get them anywhere else except from an EcoQuest Dealer. Plus, we offer purchases by major credit cards and retail financing *which is an industry first!**

**Objection #5: I DON'T KNOW VERY MANY PEOPLE.**

"Jim, if you will follow our instructions, we will show you how to come up with *more people than you need to be super successful in EcoQuest*. To give you the basics of our system, you need only to make a list of everyone you know. Make a list of people you know locally and those out of state and out of the country. From your hairdresser, to your kids grade school teacher, put down every single living, breathing individual you know. Don't prejudge their interest, just put their name down on a piece of paper and let your upline know how many names you have. Most everyone knows *at least* 100+ people - many know 300 or more. Psychologist tell us we all know 2000 on a first name basis but we need a memory jogger to get them on paper." (We have such a memory jogger and we also have a script on how to contact these people and introduce them to EcoQuest.)

If modern technology has done anything for us in the last century it is the ability to get in touch with mass amount of prospects with a touch of a button or with an ad in a magazine, newspaper, card-deck and now the internet. You don't have to know 1,000 people in order to be successful in EcoQuest, (although it may help).

Inform your prospect of all the different ways of generating leads locally and nationally. Lead generating and mailing list companies of high integrity are also a good source to use for your prospect. Even though warm marketing is a solid, recommended and highly successful approach to our business, you should also keep in mind that many prospects (as well as lots of Dealers themselves) have the idea of working *only* within a few short blocks of their homes. Folks, we live in the age when every smart person is doing everything he can to develop broader, more universal markets. That, after all, is what the North American Free Trade Agreement (NAFTA) is all about. Don't buck this trend... use it. Point out that recruiting locally, nationally and internationally is a very viable way to success and show the ways you have to assist this recruitment. I do however, strongly recommend recruiting across the street before you recruit across the country. You and your prospect need the experience locally to build confidence.

(What they really mean: "I need you to convince me that my credibility is not in jeopardy and that I'm actually doing my friends, family, and associates' a favor by letting them in on this opportunity.")

We all know tons of people. Knowing enough people is not the problem, *approaching them IS!*

Your prospect's first inclination is to think “who can I get to do this thing?” While you're drawing circles, they mentally start sorting everyone they can think of based on who they think will be good at it, who they think will want to do it, and who they could be willing to approach. By the time your presentation is done they get amnesia and only know about 5 or 6 people.

The key to programming your prospect's thought process in this area is to first point out all the people they come in contact with on a daily basis. The people they work with. The person they say hi to every morning at the coffee shop. The gas station attendant. And so on. The point is, every day they come in contact with literally hundreds of people. After you've casually pointed this out to them then ask them how many people they know who have kids that one day will want to go to college, how many people do they know who would like to be making more money, how many people they know who would like more free time to spend with their family, etc. ..Get the idea?

### **Objection #6. I'M NOT A SALES PERSON**

Well neither am I. As a matter of fact only 5% of the population can be considered “Sales Types”. If that were a criteria of being successful, that would mean that only 5% of EcoQuest could be doing so well when in fact, over 60% are doing well. Actually, we are all sales people to some degree. If you're married, you sold your spouse on you, didn't you? Sure you did. You sold your employer on how good a job you'd do. You sold your banker or landlord that you had the ability to pay your mortgage on time.

And, if you stop a moment to think about it, you've sold all your friends on your favorite movie or restaurant. How did you do these things? **You just talked about what you believed in from your heart.** Sometimes people in my organization try to develop slick presentations. Believe me folks, the best presentation comes from first-hand experience. Many of you have seen my opportunity meetings and training presentations and you know that it is not an eloquent display of professional public speaking. But you also know that I speak from my heart. The only way to get this experience is to experience our product and the recruiting devices that we provide. Many of these techniques have been provided to you so you won't have to “sell” anyone on our EcoQuest Program.

If you've just started in EcoQuest and feel that you don't have any creditability then may I suggest this. First, USE the product. Experiment with it. Convince yourself that yes indeed our product does what we say it does. When you do, you automatically have something to talk about to your prospect. You can say, “I've used the Fresh Air, and it's great!”. Then, tap into your upline's success. Tell your prospect the truth at all times. Say, “*Allen, I just got involved this month. I've tried the products. They truly work and they are great. But, more importantly, I'm working with Jack, my upline. In only 6 months time, Jack has built a monthly income of over \$5,000. And, best of all he's telling me exactly how he did it.*” Actually, the “new EcoQuest Business Owner's Guide” shows us step by step exactly what to do so that we can become a top income earner. Schedule a 3-way call with Jack if necessary. The point is, if you haven't been in long enough to build a track record, use your upline's track record. It's free, isn't it? (EcoQuest's training and coaching works so in 90 to 120 days you will have your own success story.)

*Another GREAT Answer:* Well the neat thing about EcoQuest is if you are doing it properly, they are right, you are not a sales person and they shouldn't be either. The only time you have to sell anything is if you are in competition with other companies.

We are not in EcoQuest because we have *unique products* and a great company that's financially solvent. We don't have to compete because we have unique revolutionary product.

When your prospect say they are not a salesperson the best response is this: "I know Mr. Jones, I understand you're not a salesperson. If you were, I would not even be showing this to you."

Are you lying - absolutely not!! This has been very carefully analyzed by those who have been in the industry for years. What they have learned is, the most difficult person to train, manage and support is the salesperson who has developed all there skills in other fields and who naturally conclude when he comes into EcoQuest he will be able to use those techniques that he used in his sales career and nothing could be further from the truth. You don't necessarily want great salespeople because I can guarantee you this, the 1st thing they are going to do is they are going to charge out and re-event the wheel. They know it all, they understand how to sell, they have been successful in real estate or stocks or insurance or some other field of sales. So you are not looking for a professional sales person.

(What they really mean: "I don't want to be rejected. Show me that I don't have to knock on doors and push products on people and I'm in")

People love to buy the things they want, but I've yet to meet someone who likes to be sold anything. As one of my marketing mentors says, the surest way to go broke is to find a need and fill it – because people don't do what they need to do, they do what they want to do. So the key to avoiding rejection and not having to "sell" people is to let them see this is something they want to do. It has got to be their decision, not yours.

You're looking for long term success -- not a short lived run without residual income. The secret to making your prospects want our products is to appeal to their wants, their dreams, and their desires. By far, the best way to do this is to lead with the benefits of the business side of EcoQuest. The products will speak for themselves after our prospect tries them. And the business potential will get your prospect to try them.

This is so because once the prospect really sees the business potential, he/she wants it to work and will be open to the benefits that our products offer. In this way it's their idea to get started, not yours. Mentally, they're not sold anything... they are buying the products they want.

So, how do you handle this objection before it's voiced? It's very simple. I like to point out in the presentation that the last thing I want them to do is to knock on doors and push these products on people. All I want them to do is look for people who are looking to change their financial destiny, teach them to redirect their purchases to buy from their own store instead of building someone else's dream. Then, it's as simple as just teaching other people to do the exact same thing.

Face it folks, 95% of the population can't sell and you have to accept that. Sales people can move a lot of product but with very few exceptions have I ever seen one build an organization with *residual* income. So, point out in your presentation that salespeople are not the kind of people you are after. Now you have to give them the reasons why you are not looking for a sales person. A. They are hard to train. B. Most sales people come across in an overbearing and closing manner. That is why people are afraid of salespeople.

This is a people helping people business. Not being a sales person is a positive attribute for EcoQuest. As a matter of fact, there was a profile done by A.L. Williams which was a study that concluded that the Top 25 producers out of the Top 30 who fit their profile were formally teachers.



That is because teachers have the capacity to assimilate and distribute facts and present them in a cohesive way to individuals – while sales people were always going for the jugular. (*Of course you want your prospects to know they will get the training to help them become successful in this business.*)

### **Objection #7: I WANT TO SEE IF YOU MAKE ANY MONEY FIRST BEFORE I GET IN.**

Another popular response. Turn this “NO” into a customer. Say, “*While you’re waiting on me to succeed, you wouldn’t mind being a customer of mine, would you?*” Most will. Why? Because they feel a little guilty for saying no in the first place. Take advantage of this “guilt window” and ask for a sale. There’s nothing wrong with turning a No into a Yes. This is the time to do it!! Additionally, tell your prospect with conviction that you are going to succeed with or without him. You would like to have them onboard and it’s their loss if they choose to stay behind.

(What they really mean: “I’m stuck in the 'sure-thing syndrome'. I’m scared to take a risk and want a guarantee of success. Please convince me to take action on this and change my life now.”)

This excuse is more prevalent when you're presenting to someone who doesn't think of you as a successful business person. The easiest way to handle this is to put your upline to work for you. Put your ego in your pocket and ask an upline leader to do any presentations for people you know might doubt your credibility. In this situation, your prospect will be willing to hear things from your upline that they would never accept from you because of the nature of your relationship with them.

Another point on this: You will create this mindset in your prospects if your sponsoring philosophy is to show people copies of large checks of people in your upline or if you make income claims about your upline leaders. Stop doing this.

First, in doing so, you're risking regulatory problems. Secondly, it's costing you good prospects. Anyone who sponsors in because of this type of tactic is generally expecting something for nothing and will probably quit when they discover that the money comes with work. Also, when you do this, quality people suspect they're being hyped and their knee-jerk reaction is to ask you how much you're making. Remember, every one of your quality prospects was raised with the age old philosophy, “If it sounds too good to be true, it probably is.”

### **Objection #8: I NEED MONEY NOW! THIS WOULD TAKE TOO LONG TO WORK.**

While it is true your prospect is not going to find their fortune in 30 days, keep in mind that there is a retail profit of \$250 on their first sale of our showcase product, the Fresh Air. That of course is over a weeks pay on a national average. Yes, it does take 6 months to a year to build a profitable monthly residual income. Don’t lie to your prospect, or stretch the truth that they can make fast money in EcoQuest, unless you are ready to provide proof and an outline on how to achieve it! Yes they can place 6 machines and 2 to 3 will sell, that is the company average. A “sales type” average is much higher. Unfortunately, some prospects join EcoQuest without all the facts. They may believe that all they have to do is mail 100 post-cards a month and they can make \$1,000 by the end of the third month! Then when that third month rolls around, guess what? They’re mad! At YOU! They also immediately drop out and have a bad taste in their mouth about EcoQuest. Do not let this happen to you. Do not be the reason for your downline to quit. If you’re mis-informing your prospects of the profit potential of EcoQuest merely to get them to join you’re headed for trouble.

Your sponsoring will be like a revolving door. And in the not so distant future the word will get out that you and EcoQuest are worthless. To keep this from happening provide your prospects with the FACTS, not MYTHS about our EcoQuest products and profit potential. It helps tremendously if you can provide examples of how either you or someone in your upline generated their income. Give your prospect the FACTS. Then let them make the decision. You'll be surprised at how many people will join with you just because you didn't try to "snow" them about how much money they can make.

### **Objection #9: MY SPOUSE IS NEGATIVE ABOUT THESE THINGS.**

If someone's spouse is negative about Networking it is either because of mis-information or for a relatively good reason - they blew a lot of money before in some other program! Nobody likes to make the same mistake twice. And unless you can convince your prospect - - or their spouse - that you're different, they won't join. It's that simple. Most everyone wants to believe that Networking works. What they are looking for is someone who has the expertise and experience to paddle them through the treacherous waters of gloom! Find out what went wrong last time and insure them, if they are coachable, it won't happen in EcoQuest. Do not, though, guarantee anyone's success in EcoQuest. That's impossible. What I find to be true 9 times out of 10 when this objection comes up is that the person who joined an MLM and failed, did so on their own accord. They failed to implement any kind of "system" and never did anything.

They bought the start-up kit and maybe some products, but never contacted anyone because they were afraid. And during this time, they were telling their spouse that they WERE indeed doing something. Believe it or not, but the biggest reason for failure in EcoQuest today is because people do NOTHING to recruit someone. And in the few cases where they do try, someone says NO and they immediately STOP! They blame their failure on the industry, EcoQuest, their upline and the products! If you want to make really big money in EcoQuest you must be aware of this FACT.

You must also be aware that when you begin this process of recruiting that you are one of a mere handful of dealers who even venture out in the "recruiting zone!" The road to success is lined with failure if you stop at a rest stop. ***The key to making it big, is to not remain at the rest stop.*** You must re-start your engine and venture on down the road to your next prospect! Then and only then, will you truly begin to profit in EcoQuest. After you have 6 good legs, use the 80/20 rule. Spend at least 20% of your time recruiting and the other 80% should be spent on training those you have brought into the system.

The best answer to the spouse objection is: *"Great, I want to talk to her/him too. Lets go, where is (s)he?"*

Get with the spouse immediately! Now that is not always possible but you want to present the EcoQuest opportunity to both spouses whenever possible, then they can't use that as an objection. If it is impossible, ensure the spouse sees the DVD.

### **Objection #10: MY UNCLE JOE WAS IN THAT ONCE AND HE LOST HIS SHIRT. OR, BETTER YET, I TRIED NETWORKING ONCE AND FAILED, IT'S NOT FOR ME!**

Patience is a learned virtue. First of all I have never heard of anyone losing their shirt in EcoQuest but if there have been anyone it is because they started off wrong or didn't heed the training provided. They may have bought a \$1,000 ad or spent \$2,000 on a direct mail campaign their first month, only to find out three months later that only 1 or 2 people joined! These people did not consult with the proper upline to find the most affordable, yet effective recruiting method. Again, they were betting the ranch that "direct mail" would make them rich. Now that they failed with this method they've closed their mind to EcoQuest altogether. Plus, their spouse threatened to divorce them if they tried that stupid MLM thing ever again!!!

If this is truly their objection, get the facts from them. This is a touchy area. Nobody wants to share their failures with you. Many are reluctant to say, “without investigating my options I thought spending \$1,000 on a mailing list and cassette tapes would work. Boy was I wrong!”

Ask them what they think went wrong in their last MLM experience. *Listen closely.* Then share with them how you and your upline are avoiding that same problem and how you will help them become profitable. The key here is that you do know what you're doing. This is where you must become a student of not only Networking in general, but also in particular, how we are recruiting others.

### **Objection #11: WHAT WOULD MY FRIENDS AND CO-WORKERS THINK?**

Who cares?! If they are truly your friends they will support you. Some friends, who think they are saving you from the frustration of failure, will encourage you to re-think your venture. They can tell you story after story of those who have failed in the past - - and that just by associating with the Networking Industry you too, will fail. They say only the people who get in early make any money. It really doesn't matter what they say, the fact is, they don't want you to succeed. They don't want to be left behind when you succeed. Sticking your head above the crowd takes some guts. I know, I've done it. Not everyone I know supported me in my ventures. Even to this day, some of my close friends and family still won't join with me! Even though they know the amount of money I'm making - - and I've offered to help them! Incredible, but true!!

What I found is that I had to get some new friends! Don't get me wrong, I don't believe everyone who doesn't get into EcoQuest is a loser and I never talk to them again. Many of the problems you'll have with your friends, family and co-workers is because you shot your mouth off way before you knew what you were doing - - and guess what, you failed. They found out and ribbed you about it. You get mad and create a wedge between your relationship. Who can blame them? You put them down when you said you were going to get rich in Networking and if they didn't get in they were stupid! (Of course you were in the wrong program that time. Now you have the right program. It makes a difference!!)

It's okay to be excited about EcoQuest. But, don't go overboard with those closest to you. Share the opportunity with them, tell them you'd like to work together and go on. Get the facts, though, before approaching them. Do your homework. Know what you are getting yourself and them into. Then, they will at least respect the fact that you're treating this like a business and will give you fair consideration.

### **Objection #12: ONLY THE PEOPLE WHO GET IN FIRST REALLY MAKE ANY MONEY.**

More mis-information. Ask them, *“If I could show you how that really isn't true, would you reconsider?”* I also say, *“Our program is so unique, it rewards those who move the most volume with higher commissions. Let me show you how you can make more money than your sponsor.”* Show them the facts. Then let them choose.

(What they are really saying is – I need to be shown that my success is totally up to me, that I determine my growth by the effort I put in and my ability to follow a system.)

Once again, this is an easy excuse to deal with if you plant the seeds in your presentation. You could say, “You might find this shocking, because I did at first, until I really understood this whole thing, but... this compensation plan actually allows you to make more money than your sponsor if you generate more volume than they do. You know it took me seeing this thing a few times to understand that just because someone gets in at the top doesn't mean they'll make the most money.

In fact, because of the way the plan is designed, anyone who joins today can out earn the highest income earner in the company. All you gotta to do is be willing to put forth the consistent effort. It's a very level playing field.” (See how easy it is to outsmart your prospect when you know what they're thinking?)

### **Objection #13: ISN'T THIS ONE OF THOSE ILLEGAL PYRAMIDS?**

Ask them what their definition is of a pyramid. You'll find that over half the people today aren't aware of what a real pyramid is. Ask them if they consider their job a pyramid? What about the government, their church, big business? Folks these are all legal pyramids.

Plus, most will be surprised to find out that the first person in doesn't always make the most money. EcoQuest of course is not an illegal pyramid. Our compensation plan allows you to make more money than your sponsor if you generate more volume and/or create more Sales Managers than they do. Be sure YOU understand our compensation plan and how it works. This will help erase this objection.

The key to handling objections is to anticipate and expect them to occur when talking to your prospects. This way, you won't be blown out of the water when they ask you one. “*What is a pyramid.*” I don't think I understand. Their response more often than not is, “I don't know”.

Want to have some fun with this objection? Lets say you have some friends at your home and they ask “Is this an illegal pyramid?”

Answer: “Yes, Jim and Sue, I have known you for 15 years and the one thing I always wanted is to see you behind bars. Yes, this a pyramid, you are going to jail, you are going to do time!”

(What they really mean: “I don't want to get involved with anything illegal.”)

By explaining the legitimacy of the MLM industry you can handle this one easily. And as you start to draw your circles for them, you can explain it to them from the prospective of them being the president of their own company and their job is to find a few key people to delegate the workload to. And so on.

It's been my experience that any time this objection comes up, it just a smoke screen. Just about any logical explanation will allow you to quickly toss this excuse aside. Besides, none of your prospects know the definition of a pyramid. It is a pat objection against an industry they know nothing about. They heard Aunt Mildred say “That's a pyramid.” By the way, a pyramid is a company that has no products or if they do, they are very over-inflated in price just to compensate the downline.

### **UNWRITTEN OBJECTIONS**

Now for the unwritten objections...especially for those that have been VERY successful. Many people will look at your success and think “well you can do it but I can't — and I see how you do it but I don't think I can”.

This objection implies a low self image so most people won't say that to your face. So you need to overcome this objection before it arises. The last thing you want your prospect to think when they leave your home after seeing the presentation is that you have some special skills that they can't have, or can't develop or don't have.

So at some point in your presentation you overcome this objection by saying “You know, the best thing about EcoQuest is anybody can do this business.” So please, when you walk out of here today, don’t let the dream stealers get you off target. Don’t let your spouse or friends or associates make you believe otherwise, and don’t let my appearance, I’ve been at it for 2 years, throw you any. *Anybody can make it in EcoQuest.*

The 2nd Unspoken Objection is your prospect thinking of becoming a Fuller Brush or door to door salesperson. People walk out thinking, “Gee, Air Purifiers isn’t for me, so sales aren’t for me, etc.” When in reality what you are trying to do is show them how to get out of the rat race. The key to the EcoQuest opportunity is building an organization. Yes, you can make money selling the machines but the ***key to this business is building an organization.***

So the main thing to remember about handling objections is there are only a few pat objection all the other are merely variations of these within. The idea is to recognize that objections are nothing more than a subtle attempt to avoid positive change in one’s life.

Human nature dictates that if you approach people with an idea that is going to result in positive shifts in a person life, they will surface pat objections because of the ***fears of change.***

**In Summary:** You should know that the prospect who has lots of questions and objections is very interested in our program. Don’t be afraid of them, no matter what the prospect says. They wouldn’t be asking the questions if they weren’t interested. The first thing you should do when you get a question or objection is to make sure you understand it by repeating it back to them. This allows your prospect to really feel listened to, allow you to make sure you understand and define their concerns. And, most importantly, it gives you time to think about the best way to respond. Now let’s discuss the FEEL, FELT, FOUND formula for dealing with objections. When you want to point something out to a prospect you should always handle it in such a way that they don’t become defensive or feel attacked. The best way to do this is to use yourself as the example. Here’s the Feel, Felt, Found, formula in action.

**You know, it’s funny you say that. I totally understand how you feel. I felt exactly the same way when James, the guy who introduced this to me, called me. He said to me “(repeat back to them their objection in your words) “And you know what else he said to me? He said, and I couldn’t understand this one, he said, “You know what I found out, Jerry, is that an intelligent person who is seriously looking for ways to increase their income will sit down and take a look at an idea before voicing an opinion or making a decision on something, wouldn’t you agree with that, Jerry?” Now I listened to him tell me this and I didn’t know if he was calling me an idiot or what. But as I thought about it for a second, you know that kind of made sense, doesn’t it \_\_\_\_\_ (fill in their name)? You know, I found that if someone is REALLY SERIOUSLY interested in making more money or leveraging their time that they will sit down and take a look at something before they make a decision or voice and opinion. You’d agree with that, wouldn’t you?”**

***Now by saying it about yourself, you can say anything to anybody because your prospect will not feel attacked. But they will get the point. So always use yourself as the example, it puts your prospects at ease.***

## **A recent poll of seasoned veteran Networkers reveal the 7 most common objections:**

If you want to master sponsoring, you must become a master at handling objections!

The bad news is that most EcoQuesters don't have a clue how to handle objections or even what they are!

The good news? Using this document, mastering objections is not only EASY -- you can actually have FUN doing it! As a matter of fact, answering objections can become one of your favorite parts of the sponsoring process

You need to know that almost EVERY serious prospect will have objections prior to signing up ... it's just part of the process. The trick is how YOU handle them.

Objections are a GOOD thing! A sign that your prospect is thinking seriously about EcoQuest.

They're either:

a) your prospects way of "slowing down" the process so as not to make a mistake and jump into something they don't understand ... OR .

b) a test. That's right, experienced networkers (and/or savvy prospects) will sometimes launch objections at you to see how (and if) you can handle them. Why? Because they know they'll be ask questions too, and they're interested in one of two things:

1) Are there good answers for those questions ... OR ..

DO YOU know what you're doing ... can you answer the hard questions.

Are you the type of person who's going to be able to help them get to where they want to go.

From a recent poll done in the networking world, here are the SEVEN most common objections. I have added some commentary on what to say (or not to say) and WHY, along with how to say it in order to overcome them and collect a YES or NO decision from ANY prospect!

### **Objection #1: How much money are you making?**

I love this one! It's one of the most frequent objections. It's also a bad question. The reason is it proceeds from the assumption that whatever you're doing (or not doing) is how it's going to go for them too.

Of course, as experienced EcoQuesters we know this isn't necessarily the case. You may sponsor someone who far outstrips your success or they may fall flat on their face.

What your prospect really wants to know (if they're a true prospect) is whether we have a "real" opportunity, one that's legitimate and viable. One that people really can (and do) make decent income in.

Insincere prospects on the other hand are simply looking for an excuse NOT to participate ... and these people you want to disqualify early on in the process anyway.

**Best response for a serious prospect: 'It's not about what I make, it's about what you're going to make (or not make).**

This objection typically presents at the early stages with a prospect, when you're still interviewing them. This reply immediately focuses things back on them.

You could be making \$2 a month or \$10k a month, either way it's irrelevant.

What IS relevant is that you're giving them an opportunity. You could be brand new and not yet making a dime and so what? It doesn't change the fact that you've introduced them to a tremendous opportunity that has the potential to change their lifestyle.

### **Objection #2: How much is this going to cost me?**

Questions like these are reflective of the wrong mindset, and should make you probe further to make certain the individual you're speaking to is truly a prospect at all.

### **Best Response: "It's not about spending money, it's about making money"**

Then proceed to ask them YOUR next question. LATER .. after they've reviewed and information overview on our opportunity or our products, give the price. Until they've gone through information ... it's a bad question.

How much is WHAT going to cost them?

See, the point is they don't even know what it's all about yet. There's no value to it, until they do. If they persist after your response, end the interview and disqualify them.

### **Objection 3: Let me think it over.**

OK .. this one's very common and it's important that you have a good read on your prospect (which you should by the time it comes up at the end of the process).

### **Best Response: You know John, with what you've shared with me about (repeat his reasons "why") and the opportunity, you now have to do something about it .. what is there really to think about?**

The point of this response is to ferret out any remaining objections that they've not yet voiced. If they have them, deal with them and then sign them up.

If they're silent at this point (i.e. can't come up with any), you might say (with a smile) something like this: Right, so why don't we go ahead and get your started. What address would you like to use for any checks you begin earning?

Now .. if instead they come back with .. "I don't rush into things, I just want to think about it", here's where you have to read your prospect ..

If they're just delaying because they have trouble making decisions, you should respond:

John ... you're not one of those "tire kickers" are you? No? That's good. .. then let's move forward and get you plugged in and rolling.

Some prospects are quite serious, yet their personality just needs time to make that decision. This is a judgment call on your part. If they legitimately need time, respond with:

Tell you what John .. I want you take a day or two and go through the information I gave you again carefully. When you join, I want you EXCITED to be coming aboard our team. I don't want you coming in with your fingers crossed behind your back that you're not making some big mistake. Take your time, go through it and let's talk on (set date & time). If you have any questions that come up between now and then, give me a buzz and we'll get 'em covered.

#### **Objection #4: I'd have to try the product first ...**

This is a beginners error .. and I'll often tell people that straight out.

Best Response: Actually John, you don't. ..that's a beginners error a lot of people make in our industry and I'm telling you so you don't make it whatever business you end up joining. Here's why I say that:

If you stop and think about it, I believe you'll agree that you already know our product works. If it didn't, we wouldn't have experienced the kind of growth we have.

Success like EcoQuest has experienced is a CLUE that something is working.

You see John, ultimately, it's not about YOU ... it's about others.

John, you may get no noticeable result whatsoever with our product, but I guarantee you if you share it with a few people you trust to give you honest opinions and they come back to you with "WOW John, this is incredible -- it's changed my life, I want more", then John you'll be all over this and recommending it to everyone you know having seen the results in people you care about.

So with that said, why don't we go ahead and get you started

This is a powerful approach, not only to handling this particular objection but to working with prospects in general. That's because it positions you as a coach (exactly what they need in an upline).

It also gives you INSTANT credibility, and really cranks up your "attraction factor" which can substantially increase your sponsoring results.

#### **Objection #5: I'm not sure if my wife (husband) will let me do this**

Well, you probably heard this a time or two. I'm always amazed whenever I hear words like these come out of someone's mouth. Here is an excellent reply to it.

**John, let me ask you a question. Did your wife give you permission to stay in a job that's keeping you broke?**

This is fun, and you know something ... it works! When you say it though, you have to be PERFECTLY SILENT afterwards and not say anything till they respond.

You'll get some prospects where you get stone cold silence in return for about 10 seconds (which feels a lot longer) and then a sigh on the other end of the line and a voice that quietly says: you're right ... let's do it!

Other times, people are like, yeah, I know, you're right .. I still gotta ask her.



These are generally not the people I want in my business anyway so I'll usually just take it a way and tell 'em ...

**Best Response: That's ok John. I'm really only interested in working with people who are driven, decisive and serious. That's doesn't sound like you so I'm going to go ahead and let you go.**

Now it's do or die time.

If they come back with “no wait...” and make a decision, I'll sponsor 'em. Otherwise, if I was you, I would simply hang up and move on.

### **Objection #6: How much will I make?**

Be honest. .. the answer is:

Best Response: “I don 't know.”

Tell them that. Let them know what they make is ultimately up to them ...

I tell people flat out I can't promise they'll make a dime. People respect honest, so be honest. They may go on to HUGE success or they may fail.

It's up to them! There's risk in any business. What you're offering isn't a guarantee, it's an opportunity.

If they're looking for a "sure thing," then tell them they're not cut out to be an entrepreneur. All businesses have risk attached.

### **Objection #7: Can you guarantee me that I'll make money?**

**Best Response: NO! But I can guarantee you this .. if you keep doing what you've been doing over the past 5 years you'll likely stay stuck where you are today, five years from now. .. and is that really where you want to be?**

Again, you're being honest and you're pointing out something people often fail to consider: that there is RISK in doing nothing as well. The risk that if they "do nothing", then nothing will change.

The right people will not want to risk doing nothing. THOSE are the people you want to be working with!