



OVERCOMING OBJECTIONS

In today's busy society, most people's go to answer is "No" without even thinking about it or considering it. People get overwhelmed thinking about everything they have going on when in reality, they have plenty of opportunities to hold a spa and wellness party. It's just easier to say "No" than to think about the possibilities. The truth is, we are way busier in our heads than we are in real life.

Use the scripting below for three of the most common objections with **bookings**:

"Let me check with my friends first"

This is the most common objection to booking a party. But what they are really saying is, "I don't want to pick a night that no one will come." This is people's greatest fear.

Nobody wants to host a party where no one shows up. But the reality of it is, they can't check with their friends without a date.

In response to this objection you would say something like,

"I totally get where you're coming from – but I gotta be honest, if you go to your friends with an uncommitted question you are going to get an uncommitted answer.

But if you go to your friends and ask them if they want to attend a Jordan Essentials spa and wellness party, they will ask well it when is it? If you give your friends a date, they will say yes or no. And Amy, if too many people can't come that day, we can definitely move it. So Amy why don't we go ahead and select the 21st as the option you offer your friends."

"I don't have time – I'm too busy!"

This is another very common objection.

The first response would definitely be to help them weed through the busyness in their head.

Say something like,

"I would love to have you as a host! Busy people actually make the best hosts because they get things done, are more organized and typically know more people. But don't worry, I will do the majority of the work. All I ask is that you get a few of your friends together for a good time. And honestly, it doesn't take any more than the time you spent here tonight."

"Can I do a catalog party?"

People think that catalog parties are easier than doing a home party. Actually, nothing could be further from the



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truth. Catalog parties run longer than a home party, are usually lower in sales and put more of an emphasis on the host to sell the product. It's also a constant one on one sale instead of having 8 people at one time hearing about the products.

Catalog parties often come from people who live in more remote or rural areas. They work with a lot of people who might not be able to attend a party but would like to place orders. Even if you have a smaller amount of guests at a home party, you will generally achieve higher sales because the guests have a better understanding of the experience and the products.

If someone is set on having a catalog party, say something like,

“Do you have a lot of people you think you could get orders from? Okay great – well why don't we set you up with a catalog party. Here are some catalogs so you can get started right away – but let's set a date where I will come pick up those orders, show you some of the products and let you select what you want with your host selections. But how about you invite just a few friends over that night so that they can see the products, too.” People like this because they feel like it's okay if only a few people show up. It also gives an end to when the orders need to be collected by.

So not only do you end up with some outside orders, you will be able to reap the benefits of a higher income from a smaller home party. You will still have the chance to book some guests as well as share the business opportunity.

Use the scripting below for the most common objection with **sponsoring**:

“I'm going to think about it.”

When working with a sponsoring lead you will get a few answers:

- No, I am not interested.
- Yes, sign me up!
- I'm not sure. I'm going to think about it.

The first two responses are typically very easy to deal with.

If someone says they are not interested, you can cross them off your list and move on to the next person.

If someone is interested and says yes, then of course, you have had a successful interaction and have a new member for your team.

However, if someone says they are going to think about it or are unsure, there are a variety of ways you can handle this.

1. **Ask how ready they are to start.** When someone seems like they're really interested but still unsure, ask them on a scale of 1-10 how ready they are to start a business. If they're above a 6, you will want to ask, "What is holding you back from getting to a 10?" This will help you figure out exactly what their objection is so it will be easier to overcome, instead of walking through information that might not concern them.

If they say anything below a 6, then find out what other information they need and if they would prefer you follow up with them in a week or more.

2. **Offer a decider party.** If your lead is still unsure after you have answered their questions and concerns, ask them if they would like to host a decider party.

A decider party is when the lead agrees to host a party at her home with her friends and family. At the end of the party, once she has seen the sales and the excitement of her friends, she can decide whether she wants to become a Consultant and make that her first party or she can decide that the business isn't right for her, and she can enjoy her free and discounted products as a host.

3. **Ask if you can follow up at a later time.** Starting a business is a bigger commitment than becoming a host or purchasing a product, and often times your leads just may need more time to think.

In most cases, it might just not be the right time for them in their life. They may have an event coming up like a wedding, be in the middle of home renovations and so on.

When this is the case, it's important to affirm them, but ask if you can put them on your list to follow up at a later date. Ask if you can connect with them in a few months or the next time you have a join special.

This takes the pressure off your lead making a decision on the spot. That way you can take more time to nurture that connection and welcome them to your team at a time that is better for them.